

Frankie Stavola

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EDUCATION

University of Miami Herbert Business School

Coral Gables, FL

Bachelor of Business Administration in Marketing; Minor in Interactive Media

Expected May 2026

- **GPA:** 3.72 / 4.0
- **Honors:** Dean's List, Provost Honor Roll
- **Relevant Coursework:** Marketing Research and Market Analysis; Business Analytics; Marketing for Entrepreneurs; Fundamentals of Finance; Accounting; Web Lab; Fundamentals of Business Technology and Innovation; Quantitative Applications in Business; Operations Management

WORK & LEADERSHIP EXPERIENCE

KCSA Strategic Communications

New York, NY (Remote)

Public Relations Intern

Jan 2025 – Present

- Build and maintain media lists using Muck Rack, draft press releases, and develop media pitches to support client outreach
- Compile and analyze media coverage, create briefing books for executives' media appearances, and track client exposure and measure PR effectiveness
- Curate and distribute weekly healthcare industry newsletters to provide key insights for internal teams

3 Mad Fish

Atlantic Highlands, NJ

Marketing and Advertising Intern

May 2024 – August 2024

- Designed impactful presentations, gathered market trends and consumer research using data-driven insights, developed consumer profiles, and communicated insights to internal teams using Keynote
- Conducted equipment setup and on-set duties for smooth production of advertising videos, acting alongside fellow team members
- Strategized tailored advertisement ideas to present to key clients in beauty industry, focusing on their new launches and unique market positioning
- Developed an internal Instagram and LinkedIn launch plan designed to act as a portfolio of past campaigns, alongside other team members, displaying platform capabilities and agency results

Zeta Tau Alpha Fraternity

Coral Gables, FL

Vice President Communications

November 2023 – November 2024

- Led and executed all strategic social media marketing initiatives for organization, enhancing brand engagement, facilitating the growth of over 100 recruits
- Analyzed performance data to plan and create Instagram and TikTok content using Canva
- Served on executive board of 11 other directors to guide all operations for organization of over 300 members, including event planning, membership recruitment, and daily challenges

Purpose Yoga Studio

Long Branch, NJ

Social Media Marketer, Front Desk

May 2023 – August 2023

- Contributed to digital and brick-and-mortar marketing campaigns of business during launch phase
- Collaborated with dynamic team to enhance customer satisfaction and bolster overall marketing strategies for female-owned and operated business
- Crafted comprehensive brand identity, establishing distinctive and cohesive lifestyle brand presence
- Streamlined customer check-in, schedule management, and merchandise sale processes by employing Mindbody Software, increasing operational efficiency along with customer satisfaction

SKILLS & ACTIVITIES

Technical Skills: Microsoft Office Suite, Tableau, Canva, Keynote, Power BI, Google Suite, Minitab

Activities: Study Abroad (URome), Women in Business, American Marketing Association, G.O.O.D

