

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

People Inc. **New York, NY**

Summer Intern, Beauty/Style + Media/Entertainment Revenue Jun 2025 – Aug 2025

- Created RFP decks in Keynote, participated in client brainstorms, and conducted competitive research for Beauty/Style campaigns across InStyle, Byrdie, SHAPE, Brides, and PEOPLE
- Partnered with Sales, Account Strategy, and Content Strategy teams to support marketing initiatives for major tentpoles like Byrdie Social Club, the Latin GRAMMYS, and F1
- Led a comprehensive capstone campaign project integrating competitive research, trend forecasting, creative ideation, and brand partnership strategy

KCSA Strategic Communications **New York, NY (Remote)**

Public Relations Intern Jan 2025 – May 2025

- Built and maintained media lists using Muck Rack, drafted press releases, and developed media pitches to support client outreach
- Compiled and analyzed media coverage, created briefing books for executives' media appearances, and tracked client exposure and measure PR effectiveness
- Curated and distributed 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

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

