

MYA
PFEIFER

CONTACT

(847) 922-7541

MNPFEIFE@SYR.EDU

MYAPFEIFER.COM

EXPERIENCE

DIGITAL MARKETING INTERN

PERLU | JAN 2021 - PRESENT

- Manage and generate content for company social media pages
- Provide customer support to platform users
- Perform inventories
- Research for campaigns
- Assist in the development of new marketing plans/strategies for a variety of clients

EXECUTIVE DIRECTOR

OTTOTHON | MAR 2021 - PRESENT

- Direct a team of 100+ students in planning and executing Syracuse University's largest philanthropy involving over 1,000 participants, 40 community members, 25 sponsors, and over 3,000 donors
- Represent the organization to all internal and external stakeholders including Upstate Golisano Children's Hospital, Children's Miracle Network, Syracuse University, and all corporate partners

EXTERNAL COMMUNICATIONS DIRECTOR

OTTOTHON | NOV 2019 - MAR 2021

- Manage an external communications team of three people
- Create and execute external communications plan
- Edit and approve content for social channels
- Oversee marketing and communications initiatives for largest student-run philanthropy at SU benefiting Upstate Golisano Children's Hospital

PUBLIC RELATIONS CHAIR

OTTOTHON | JAN 2019 - NOV 2019

- Managed social media channels for largest student-run philanthropy at Syracuse University
- Analyzed data to optimize social media activity
- Connected with on-campus publications for media coverage
- Designed graphics for social media

GRAPHIC DESIGNER

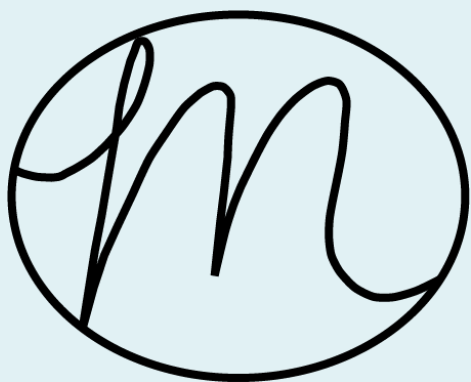
HILL COMMUNICATIONS | AUG 2020 - DEC 2020

- Design graphics for Acropolis Reality Group social media
- Create deliverables for Acropolis Reality Group (ex. holiday card)

CAMP COUNSELOR

ECHO DAY CAMP | JUNE 2019 - AUG 2020

- Wrote and implemented a weekly schedule for specified camp group
- Co-facilitated age appropriate group conversations to explore topics such as leadership, responsibility, etc.
- Organized and lead a variety of age appropriate activities
- Successfully managed behavioral issues by implementing biweekly check-ins
- Assisted in the resolution of conflicts between campers



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HOSTESS

CRACKER BARREL OLD COUNTRY STORE | SEPT. 2016- MAY 2019

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- Co-facilitated age appropriate group conversations to explore topics such as leadership, responsibility, etc.
- Organized and lead a variety of age appropriate activities
- Successfully managed behavioral issues by implementing biweekly check-ins
- Assisted in the resolution of conflicts between campers

LOSS PREVENTION INVESTIGATOR

SIX FLAGS GREAT AMERICA | JUNE 2018 - AUG 2018

- Conducted background check interviews for new applicants
- Conducted cash variance interviews for current employees with differences in their tills
- Wrote reports on counterfeit currency to be sent to the Secret Service
- Monitored security cameras
- Briefed undercover shoppers on their daily objectives
- Organized daily meeting notes
- Utilized Microsoft Office and Microsoft Excel on a daily basis

EDUCATION

BACHELOR OF ARTS, MAJOR IN PUBLIC RELATIONS

SYRACUSE UNIVERSITY | 2018 - 2022

GPA: 3.66

SKILLS

- Social media management
- Public relations writing
- Data analysis
- Graphic design
- Video editing
- Fundraising
- Leadership

CERTIFICATIONS

SOCIAL MEDIA

HUBSPOT

JAN 2020 - FEB 2022

GOOGLE ANALYTICS FOR BEGINNERS

GOOGLE

NOV 2020 - NOV 2023