Lana Artusa

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Portfolio: claude.ai/artifact/H6DqaC84UJayEPsQMvXMJN

EDUCATION

B.S.B.A., Marketing (Minor: Sales) **August 2022 – May 2026**
High Point University High Point, NC

- GPA: 3.8
- Dean's List Recipient

EXPERIENCE

Marketing & Communications Intern **May – August 2025**
Shea Communications New York City, NY

- Created and edited social media content for client accounts on Facebook, X, Instagram and TikTok.
- Covered live events at NYC venues including 28 Liberty, capturing and posting real-time content across social media.
- Helped develop content calendars and wrote platform-specific captions to drive engagement.
- Collaborated with senior team members to brainstorm campaign strategies and optimize reach.

Social Media Intern **May – August 2025**
Major League Eating New York City, NY

- Managed the league's social media platforms (Facebook, X, Instagram, TikTok).
- Produced and edited short-form video content highlighting athletes, contests and fan moments.
- Coordinated live social media coverage of the Nathan's Famous Fourth of July Hot Dog Eating Contest, broadcast on ESPN to an audience of 1.6M+ viewers.
- Designed the July 3 weigh-in event graphic in Canva for the Hudson Yards weigh-in.
- Assisted with influencer outreach and media coordination to expand visibility and fan engagement.

Campus Ambassador **July 2025 – June 2026**
White Fox Boutique Remote

- Created Instagram and TikTok content promoting seasonal collections to a college audience, including try-ons, styling videos and product unboxings.
- Styled, filmed and edited brand-focused photo and video content.
- Promoted products through influencer-style marketing and audience engagement.
- Tracked trends to grow brand awareness among college students.

Leasing & Marketing Intern **June – August 2024**
Silverstein Properties New York City, NY

- Collaborated with leasing and marketing teams to analyze leased and available commercial space across multiple properties.
- Developed and presented marketing recommendations to enhance visibility and leasing potential.
- Conducted property tours and compiled detailed assessments to support targeted marketing strategies.

SKILLS

Social Media Management (Facebook, X, Instagram, TikTok), Content Creation & Editing (CapCut, Canva, Adobe Premiere Pro, Photoshop), Short-Form Video, Digital Marketing & Audience Engagement, Content Calendars & Caption Writing, Influencer Outreach & Collaboration, Event Marketing & Live Coverage, Data Analysis & Reporting (Excel: Proficient), Brand Development & Growth Strategy.