

LAVINIA C. CARAVELLA

(607) 749-9076 • [linkedin.com/in/laviniacaravella](https://www.linkedin.com/in/laviniacaravella) • icaravella@umass.edu

EDUCATION

University of Massachusetts, Amherst, Isenberg School of Business

Bachelor of Business Administration in Marketing

Bachelor of Science in Hospitality and Tourism Management

Amherst, MA

Candidate; May 2027

- Cumulative GPA: 4.0, Commonwealth Honors College, Dean's List All Semesters

Homer Senior High School, Homer, NY

Graduation: June 2023

- GPA: 4.0, Top 5% of class, Class Rank: 7, National Honor Society Member

EXPERIENCE

Cornell University's Statler Hotel

Meeting and Events Intern

Ithaca, NY

May 2024-September 2024

- Assisted and led many successful executions of high-profile events in a fast-paced and high-pressure environment
- Partook in weekly Marketing, Operations, and Rooms meetings where I learned about the operations, budgeting, and marketing plans for prospective weeks
- Developed a project with managers to improve the labeling and organization of future events to result in higher levels of client satisfaction and repeat business

Less Leg More Heart

Marketing Committee Member

Nashua, New Hampshire

April 2024-Present

- Design graphics for social media on Canva and Hootsuite to ensure engagement throughout the pages and higher attendance at events
- Develop and implement innovative social media strategies to enhance brand awareness across various platforms
- Manage social media to boost awareness of their mission and impact to help support the amputee community

Learning Resource Center

Office Assistant

Amherst, MA

September 2024-Present

- Facilitate the scheduling of appointments and meetings, managing schedules, and organizing files in order to ensure accuracy and support for visitors, management, and team members
- Served as the first point of contact for visitors demonstrating strong communication skills, delivering exceptional customer service, and fostering positive relationships

Isenberg

HTM Ambassador

Amherst, MA

May 2024-Present

- Aid with event planning and management for HTM, cultivate professional relationships with vendors, and collaborate with clients to promote the HTM Department
- Represent the HTM major at various events and outreach activities, effectively communicating its mission and benefits to diverse audiences, resulting in increased awareness and participation

ACTIVITIES

Isenberg Women In Business

Active Member, Secretary

Amherst, MA

September 2023-Present

- Volunteered at several charity events to raise awareness for domestic violence and served food for people in need
- Manage communications between members and EBoard to ensure proper understanding of all club events and information
- Draft and send out semi-weekly emails through MailChimp informing members of networking events, meeting times, and important information

Isenberg Sustainability Club

Co-Marketing Head

Amherst, MA

October 2023-Present

- Analyze social media metrics and performance data to optimize content and campaigns ensuring alignment with overall marketing goals and objectives
- Manage social media, creating engaging content and graphics to increase engagement and promote club events

Isenberg AHLA

Active Member

Amherst, MA

September 2023-Present

- Attend bi-weekly meetings to explore a variety of opportunities within the hotel industry showcasing guest speakers
- Engaged in a weekend trip to Boston for guided tour of several hotels and a networking luncheon with alumni to learn the operations of successful hotels

SKILLS & CERTIFICATIONS

Proficient: Microsoft Office (Word, Excel, Powerpoint, Outlook), Google Workspace (Docs, Slides, Keep, Drive), Social Media (Instagram, Facebook, GroupMe), Marketing Tools (Canva, Hootsuite, MailChimp)