

Kassandra Lippincott

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Education

RUTGERS UNIVERSITY

Masters Degree: Communication and Public Relations

New Brunswick, NJ

Current

RUTGERS UNIVERSITY

Bachelor's Degree: Communications

Minor: Digital Communication and Information Media

Dean's List, 2022, 2023

New Brunswick, NJ

Relevant Experience

NORTHERN BURLINGTON COUNTY REGIONAL MIDDLE SCHOOL

In Classroom Resource

Columbus, NJ

January 2024 – Current

- Developed clear and concise communication skills by delivering instructions to diverse audiences and building positive relationships with students and staff.
- Demonstrated strong crisis management by resolving conflicts and maintaining a calm environment, translating into effective problem-solving in high-pressure situations.

RU SURE

Digital Marketing Assistant

New Brunswick, NJ

August 2022 – December 2022

- Assisted the marketing team in crafting compelling online promotional content across multiple media platforms, ensuring alignment with brand guidelines.
- Developed and executed an interactive event aimed at increasing awareness and student engagement, successfully fostering participation and enhancing brand visibility.

PET VALU

Sales Associate

Burlington, NJ

August 2017 – April 2020

- Implemented innovative store style strategies, effectively showcasing featured products and promoting brand identity, demonstrating my ability to communicate brand messages effectively.
- Conducted regular inventory audits, ensuring accurate product availability for customer demands, showcasing strong attention to detail and organizational skills.

Leadership and Activities

FRIENDS OF BURLINGTON COUNTY ANIMAL SHELTER

Volunteer – Public Relations Assistant

Burlington, NJ

May 2024 - Current

- Coordinate public communications for the Paw Prints 5K & PetFest, including press releases to local news outlets, social media management, and email marketing, successfully attracting over 5,000 attendees.
- Assisting in designing and implementing promotional materials and digital content to raise awareness and funds for homeless animals, enhancing community engagement and event visibility.

AMAZING MUTTS' PUPPY RESCUE

Volunteer

Bordentown, NJ

September 2018 – March 2020

- Coordinated and executed on-site adoption events to facilitate the placement of rescued puppies in caring households, showcasing event planning and communication abilities.

Skills & Interests

Technical Skills: Adobe: Photoshop, Lightroom, InDesign, Illustrator | Microsoft/Google: Documents, Slide Presentations, Canva, WordPress | Media: Facebook, Instagram, TikTok, X, LinkedIn

Soft Skills: Relationship Building, Problem Resolution, Adaptability, Creativity, Time Management, Strong Attention to Detail, Dependability, Administrative Organization