KASSANDRA LIPPINCOTT

Burlington, NJ • kassilippincott@yahoo.com • (609)—694—9529
Website: *The Velvet Type* • LinkedIn: *Kassandra Lippincott*

EDUCATION

Rutgers University - New Brunswick, NJ
Master's of Digital Media and Marketing (*In Progress*)
Rutgers University - New Brunswick, NJ
Bachelor's of Arts in Communications
Minor: Digital Communication and Information Media

PROFESSIONAL EXPERIENCE

Rutgers University: Graduate School of Education — New Brunswick, NJ
Communications Assistant August 2026 — Present

- Develop and execute strategic digital communications across Instagram, Facebook, LinkedIn, and X, creating engaging content to promote academic programs, university initiatives, events, and institutional achievements.
- Design and distribute email marketing campaigns through Mailchimp, manage website content updates, and collaborate with faculty and staff to ensure consistent messaging, brand alignment, and audience engagement.

Interfaith Philadelphia - Philadelphia, PA
Communications and Digital Media Intern June 2026 — August 2026

- Develop and schedule digital content across social media platforms, creating audience-focused messaging that promotes programs, events, and community engagement initiatives.
- Support marketing and communications efforts through content creation, graphic design, event promotion, and storytelling that advances the organization's mission of understanding and collaboration.

Northern Burlington County Regional Middle School - Columbus, NJ
In-Classroom Resource / Substitute Educator January 2024 — May 2026

- Delivered clear, concise messaging to diverse audiences while building positive, trust-based relationships with students and staff.
- Managed classroom dynamics and resolved conflicts calmly and effectively, demonstrating strong crisis communication and problem-solving skills in high-pressure situations.

Rutgers University — New Brunswick, NJ
Digital Marketing Assistant August 2022 — December 2022

- Supported the marketing team in developing engaging promotional content across multiple digital platforms while maintaining alignment with brand guidelines.
- Developed and executed an interactive event to increase student awareness and engagement, strengthening participation and overall brand visibility.

LEADERSHIP & PUBLIC RELATIONS EXPERIENCE

Friends of Burlington County Animal Shelter — Burlington, NJ
Volunteer, Public Relations Assistant May 2024 — Present

- Coordinate public communications for the Paw Prints 5K & PetFest, including press outreach, social media management, and email marketing, contributing to an event with over 5,000 attendees.

Runway 7 Fashion Week — New York, NY
Volunteer, Event Production Assistant February 2025

- Worked closely with cross-functional teams to manage logistics, timing, and event flow, gaining hands-on experience in large-scale event coordination and production.

Amazing Mutts Puppy Rescue — Bordentown, NJ
Volunteer, Community Coordinator September 2018 — March 2020

- Coordinated and executed on-site adoption events, supporting community outreach and successful animal placements through clear communication and event organization.

Technical & Digital Skills: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Lightroom, Express) • WordPress • Canva • Microsoft & Google Workspace • Social Media Strategy (Instagram, TikTok, LinkedIn, X) • Email Marketing

Core Competencies: Strategic Communication • Event Promotion & Coordination • Media & Community Relations • Organizational & Administrative Support • Crisis Communication & Problem Resolution