

## MAYA POPHRISTIC

mayapophristic@gmail.com · mayapophristic.com · 609-613-7637

Using the intersection of culture, geography, aesthetics, and the evolution of art to shape brand identity and understand consumer behavior.

### EDUCATION

Rutgers University - New Brunswick, Business School, Jan' 24

**B.S. Marketing & Art History (double major)**

Dean's List for multiple semesters (School of Arts & Sciences, Business School)

### CERTIFICATIONS

**Meta Social Media Marketing Professional Certificate**, expected August 2025 (completed certificates: Intro to Social Media Marketing, Social Media Management, Fundamentals of Social Media, Advertising with Meta)

**Management of Fashion and Luxury Companies Certificate**, Università Bocconi, May 2025

### WORK EXPERIENCE

<b>Data Annotator</b> Columbia University Feb – Jul '25	<ul style="list-style-type: none"><li>– Performed AI algorithm training through visual annotation to assist traffic detection</li><li>– Brought in unique perspectives on situational conditions to interdisciplinary team comprising data scientists, engineers, and programmers</li></ul>
<b>Digital Marketer</b> Infinity Systems May '24 – Mar '25	<ul style="list-style-type: none"><li>– Created comprehensive content guidelines and a checklist for interactions and projects on LinkedIn, ensuring consistency in communication and brand voice</li><li>– Researched, designed, and executed social media strategies and content; my efforts resulted in a 164% increase in LinkedIn followers, a 160% increase in average impressions, and an 80% follower growth on X</li><li>– Developed and maintained a content calendar for social media accounts, exceeded all key milestones</li></ul>
<b>Marketing Intern</b> SoftArt Solutions Inc. May '22 – Sept '22	<ul style="list-style-type: none"><li>– Created client-facing product pages and promotional slide decks on ERP systems</li><li>– Created, posted, and tracked educational and promotional SEO-friendly content for social media and site blog, doubling the CTR</li><li>– Created and executed A/B email campaigns to current and potential clients</li></ul>
<b>Resident Assistant</b> Rutgers University 2020-2022	<ul style="list-style-type: none"><li>– Solely responsible for budgeting, planning, promotion, and execution of 12 live events, majority of which had 80-100 student attendees</li><li>– Led different aspects of organizing and executing additional 9 live events with 50-250 student attendees</li><li>– Managed student relations, created a sense of community, and resolved conflicts</li></ul>
<b>Graphic Design Intern</b> GM Financial Mgmt Jan '22-Nov '22	<ul style="list-style-type: none"><li>– Re-designed the company's main website on a new platform to optimize UI/UX</li><li>– Created educational content on financial planning for outreach to customers</li></ul>
<b>Chief Editor</b> Art & Lit Magazine Princeton High School 2017-2019	<ul style="list-style-type: none"><li>– Organized and led mass production of the magazine, averaging 500 copies per issue</li><li>– Incorporated local business advertisements within the magazine</li><li>– Won All Columbian Honors for Visuals and Writing in the Scholastic competition</li></ul>

### SKILLS

- Adobe Creative Cloud (InDesign, Acrobat, Illustrator, Photoshop, Lightroom, Premiere Rush), Canva Pro, Figma, Wix, WordPress, Squarespace, HTML, CSS, JavaScript, CRM (Zoho, SalesIntel, Hubspot, Hootsuite, Salesforce), Microsoft Suite
- Experience as a Gallery Technician, Gallerist, and Exhibition Designer

### LANGUAGES

Serbo-Croatian (Native Proficiency); Spanish (Conversational Proficiency); Mandarin (Beginner)