



ERIKA M. KOIVA

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ERIKA

Energetic student who loves getting involved and has a serious talent for befriending strangers. Detail oriented and interactive enthusiast who jumps at new experiences.



EDUCATION

Temple University, Philadelphia, PA
B.A. expected May 2015
Advertising Major
Digital Media Technologies Minor
Dean's List, 3.91 GPA



EXPERIENCE

DIGITAL MARKETING INTERN - JANUARY 2014 - PRESENT

College of Public Health, Temple University, Philadelphia, PA

- Work with Director of Marketing & Communications to strategize rebrand and restructure of website.
- Initiated full content inventory of current site and design and develop other marketing collateral.

MARKETING INTERN - MAY 2014 - AUGUST 2014

MRY, New York, NY

- Assisted running the agency's social channels and company blog. Working directly with the CMO, developed and led internal marketing initiatives including an intern blog series and social hackathon.
- Presented CEO with content development for his upcoming book on marketing to millennials.
- Team leader for major intern project presented to Spotify and senior executives at MRY. Developed full digital and experiential campaign for client, targeted to increase usage among college students.

DIGITAL PROJECT MANAGEMENT INTERN - FEBRUARY 2014 - MAY 2014

O3 World, Philadelphia, PA

- Assisted Lead Digital Project Manager, attending daily client meetings/calls and creating Project Plans, Content Plans, Meeting Recaps, and CMS Training Documentation for client projects.
- Additional responsibilities included cross-browser and device QA testing and CMS content upload.

ADVERTISING & BRAND INTEGRATION CO-OP - NOVEMBER 2013 - MAY 2014

Aetna Inc., Hartford, CT / Philadelphia, PA

- Analyzed and recommended potential celebrity endorsements and social media influencers.
- Conducted research, created, and presented an in-depth competitive analysis of a recent start-up.

MARKET & CUSTOMER INSIGHTS SUMMER ASSOCIATE - MAY 2013 - AUGUST 2013

Aetna Inc., Hartford, CT

- Conducted research on major corporate competitors, developed and presented individual competitive fact books for Aetna's business intelligence website.
- Worked across several teams to help drive development of iPad application and CMS.
- Team leader for cross-functional Capstone project with a team of six interns. Researched and developed a retail strategy for Aetna, presented to senior management and excelled to finalist round.



LEADERSHIP

ACCOUNT MANAGER - JANUARY 2015 - PRESENT

National Student Advertising Competition, AAF Temple University Chapter, Philadelphia, PA

- Responsible for entire creative team in developing a digitally focused campaign for Pizza Hut. Lead meetings, maintain daily communication with professor and present progress at each class.

VICE PRESIDENT - MAY 2014 - PRESENT

Temple University Advertising Club, Philadelphia, PA

- Plan meetings and events for club and student run agency and assist running executive board.



SKILLS

Proficient in Adobe Creative Suite, Microsoft Office, WordPress, Drupal, Basecamp, and Trello. Experienced in HTML, CSS, PHP, JavaScript, AJAX, and MySQL.



HONORS

2014 Recipient, Martha Menei Scholarship; Philadelphia Club of Advertising Women Scholarship; Lew Klein Media Scholarship
2013 Recipient, Aetna Summer Scholar Award
Member, National Society of Collegiate Scholars