

# Stanislas Baldino, MS

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## EXECUTIVE SUMMARY

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Passionate digital marketing professional with a creative mindset and strong foundation in branding, content writing, event planning, and storytelling. Experienced in crafting digital strategies that drive awareness, engagement, and performance across platforms. I bring a hands-on, analytical, and audience-first approach. Looking to contribute to a team where I can help elevate brand presence, amplify reach, and turn insights into impact.

## EDUCATION

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**New York University** – New York, NY

May 2024

Master's in Integrated Marketing - Concentration in Digital Marketing.

GPA: 3.8

*Relevant Coursework:* Integrated Marketing, Finance for Marketing Decision, Digital Marketing, Competitive Strategy, Social Media & the Brand, Operations Strategy, and C-Suite Perspective.

**Wentworth Institute of Technology** – Boston, MA

August 2022

Bachelor of Science in Business Management - Concentration: Entrepreneurship

Operations Chair at the Wentworth Events Board and Dean's List.

## WORK EXPERIENCE

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**BARNES International Realty** – New York, NY

September 2023 – May 2024

*Social Media Marketing Intern*

- Grew social media metrics within the first 90 days: Facebook reach by 255.6%, Instagram reach by 1,200%, and LinkedIn impressions by 1,000%; by:
  - Developed and implemented a comprehensive social media strategy, maintained a cohesive brand voice across diverse social media platforms, aligned content with audience preferences and brand objectives, and collaborated with international offices.
  - Crafted over 150 high-quality photo and video assets using Canva, CapCut, and Adobe Photoshop.
  - Utilizing AI software to generate engaging social media captions, ensuring content aligns with the brand voice and messaging.
- Led the development of the first issue of the BARNES New York Magazine to boost brand visibility in the US market.
- Facilitated hands-on social media strategy sessions aimed at boosting brand advocacy among real estate agents.
- Collaborated with teams across the Miami and New York offices to align content strategies and brand messaging, facilitating seamless project execution.
- Leveraged Brevo to compose and refine newsletters targeted at real estate agents and clients, enhancing communication effectiveness.
- Developed internal presentations highlighting company offerings to facilitate client acquisition initiatives.
- Crafted detailed documents and presentations outlining standard procedures and strategic initiatives, and provided training materials for the incoming intern, facilitating their onboarding process, and ensuring a smooth transition.

**eMotionRx** – Cambridge, MA

August – December 2021

*Business Intern*

- Identified target customers using database analysis to reach and engage audiences for product reviews and feedback effectively.
- Revamped the company website to improve user experience and drive higher engagement.
- Scripted, filmed, and edited multiple company and product videos using Adobe Premiere Pro, enhancing the company's digital presence.

## ACADEMIC PROJECTS & LEADERSHIP

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**Capstone**

Spring 2024

*Strategic Consultant – Individual Project*

- Developed a comprehensive market analysis for Baxter International Inc.'s new infusion system pump, identifying key market trends, target demographics, and competitive landscape, which informed strategic marketing decisions.
- Created a detailed marketing plan leading to a projected increase in market share and product visibility post-FDA approval.
- Conducted a competitive analysis of major industry players and leveraged findings to enhance Baxter's market positioning through innovative marketing strategies and advanced product features.

**Real World Course: ABC News**

Fall 2023

*Student Strategic Consultant – Group Project*

- Formulated a brand strategy for ABC News to increase viewer engagement, ensuring alignment with Hulu's brand positioning goals.
- Utilized qualitative research methods to uncover consumer preferences and pain points, translating findings into actionable strategies for reaching the target audience.
- Delivered a comprehensive presentation to the SVP, Executive Creative Director at ABC News, influencing key creative decisions and strategic direction.

## OTHERS

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- *Languages:* Fluent in English & French.
- *Software:* MS Office Suite, MegaStats, Canva, Google Suite, Adobe Premiere Pro, Adobe Photoshop, Adobe Express, Statista, Mintel, MRI Simmons, eMarketer, WordPress, Trello, Brevo, ChatGPT, Capcut, Figma, and ClickUp.
- *Certificates:* The Fundamentals of Digital Marketing by Google DG, Business Analytics by eCornell, Social Media Simternship by Stukent, and Email Marketing and Inbound Marketing by HubSpot.