

Arel Sinett

Brooklyn, New York, 11216
areljsinett@gmail.com

Professional Experience

Shipwrecked NYC, New York City

June 2023 - December 2024

Media and Special Events Manager

- Conceptualized and delivered engaging themed events, including holiday pop-ups and sensory-friendly days, ensuring seamless execution from planning to post-event analysis.
- Managed event logistics, overseeing sound, light, and stage setup while coordinating catering, special guests, and interactive elements to enhance attendee experience.
- Maintained and updated digital invitation platforms, creating and monitoring guest lists, confirmations, and RSVPs to streamline attendance tracking.
- Implemented digital marketing strategies, leveraging SEO, targeted social media content, and email campaigns through MailChimp and Meta Business Suite to maximize engagement.

Beldolor Studios, Remote

October 2022 - June 2024

Director of Media and Communications

- Conducted in-depth industry research to support business intelligence initiatives, creating compelling cases for company growth in the tabletop gaming industry.
- Organized large-scale convention presences, coordinating logistics for trade show booths attended by 20,000 - 50,000 guests while optimizing visibility and engagement.
- Established and maintained strong vendor and partner relationships, ensuring smooth supply chains and successful event execution.
- Developed and maintained event budgets, tracking costs for venue rentals, travel, booth setups, and promotional materials.

Royal Palms Shuffleboard Club, New York City

July 2021 - December 2022

Bar Host

- Oversaw daily FOH operations, improving patron experience through seamless service.
- Organized and led check-in training sessions to ensure staff cohesion and efficiency.
- Coordinated large-scale group events of 50+ people multiple times a week.

Peter Blaze Corcoran, Sanibel Island, FL

January 2021 - December 2021

Administrative Assistant

- Edited and drafted various proposals and conference submissions.
- Upgraded antiquated work systems by incorporating electronic management solutions.
- Advised clients on workflow optimizations, streamlining communication.

Skills

Software: Microsoft Office, Meta Business Suite, MailChimp, Canva, CapCut

- 10+ years of experience with Microsoft Office, deeply familiar with Excel
- Advanced knowledge of Canva, CapCut and MailChimp for content and digital advertising
- Complete familiarity of all social media apps (e.g. TikTok, Instagram, Facebook)
- Basic A/V setup and coordination, ensuring seamless presentations and event production.

Soft Skills: Adaptability, collaboration, communication

Education

New York University, Masters of Arts, Media, Culture, and Communication

May 2024

Florida Gulf Coast University, Bachelors of Arts, Integrated Studies

May 2021