

STACY APOSTOLOPOULOS

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EDUCATION

University of Georgia

Athens, GA

Bachelor of Arts, Public Relations | Minor, General Business | Entrepreneurship Certificate

Expected Spring 2027

GPA: 3.65/4.00 | **President's List:** 4 semesters | **Dean's List:** 3 semesters

SKILLS

Competitive Analysis | Market Research | Data Analysis | Social Media Analytics | Paid Search Advertising | Content Strategy | Performance Reporting | Client Relations | Lead Management | Google Analytics Certified | Google Ads Certified | Meta Business Suite | Canva Pro | Adobe Photoshop | Adobe Illustrator | Adobe InDesign

EXPERIENCE

Sales and Marketing Associate

Athens, GA

Pure Barre Athens

May 2026 – September 2026

- Managed member accounts, memberships, bookings, promotions, outstanding balances, and client needs.
- Analyzed client and class attendance reports and local competitors to evaluate member activity and market positioning.
- Designed branded content and supported studio promotions, events, challenges, and membership campaigns.
- Sold memberships and promotional packages through lead follow-up, calls, texts, introductory bookings, and prospective client outreach.

Digital Media Intern

Remote

Choice Media and Communication

January 2026 – May 2026

- Supported brand and client accounts through strategic content planning, social media management, campaign execution, and branded asset development across platforms.
- Developed and managed performance tracking spreadsheets to monitor website traffic, lead activity, email engagement, and social media growth, using findings to support strategy and client recommendations.

Social Media and Paid Search Intern

Remote

The Falling Agency

September 2025 – January 2026

- Led digital marketing initiatives for real estate and eCommerce clients through paid search, keyword research, ad copy development, Meta Business Suite campaigns, and content strategy.
- Created detailed performance reports tracking engagement, impressions, and conversions to guide client strategy.
- Led newsletter development, owning the process from design through sending and performance analysis.

Social Media Manager

Remote

Animal Hospital of Kannapolis

September 2025 – January 2026

- Managed clinic social media across Instagram and Facebook, creating branded visuals and strategic captions.
- Grew Instagram following by 25% in 90 days by highlighting patients, staff features, and educational content.

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Mat & Reformer Pilates Teacher Training — *Lotus Movement / Pilates Education Institute (PEI)* | 2026–Present

Alpha Xi Delta — Recruitment Chair | August 2023 – August 2024, Member | August 2023 – Present

Public Relations Student Society of America (PRSSA) — Member | July 2024 – Present