

# Annette Marie Baittiner-Morales

90 Lexington Avenue, New York, 10016, United States, (202) 704 - 3904, abaittiner@gmail.com

---

## EMPLOYMENT HISTORY

Jun 2023 — Jan 2024	<b>PUBLIC RELATIONS AND CUSTOMER SERVICE CONSULTANT, Bonjout Beauty</b> <ul style="list-style-type: none"><li>Led PR and customer service initiatives to boost brand perception and loyalty.</li><li>Collaborated with international teams to optimize strategies and drive results.</li><li>Increased sales through digital catalog development and distribution.</li><li>Enhanced customer satisfaction and retention through trend analysis and service customization.</li></ul>	New York
May 2023 — Aug 2023	<b>PUBLIC RELATIONS INTERN, Sequel Inc.</b> <ul style="list-style-type: none"><li>Managed influencer partnerships to align with brand objectives, ensuring success.</li><li>Coordinated logistics for streamlined influencer collaborations.</li><li>Stayed informed on industry trends, refining campaign strategies for optimal performance.</li><li>Supported promotional event organization, boosting brand visibility and engagement.</li><li>Led nationwide community engagement strategies for online and offline communities.</li></ul>	New York
Aug 2022 — Nov 2022	<b>PUBLIC RELATIONS INTERN, Cole Communications</b> <ul style="list-style-type: none"><li>Led impactful PR campaigns for prestigious clients, elevating brand visibility.</li><li>Analyzed media coverage to optimize campaign effectiveness.</li><li>Crafted compelling press materials, increasing media interest.</li><li>Enhanced brand engagement through social media management.</li><li>Collaborated seamlessly within a professional team to achieve outstanding results and nurture client relationships.</li></ul>	New York
Aug 2021 — Jan 2022	<b>MARKETING &amp; CONTENT CREATOR, Lime Crime Cosmetics</b> <ul style="list-style-type: none"><li>Created engaging content for Lime Crime's social media, boosting brand presence.</li><li>Assisted in developing and executing marketing campaigns in line with brand goals.</li><li>Conducted thorough market research to guide strategic marketing decisions.</li><li>Oversaw influencer outreach, enhancing brand awareness.</li><li>Collaborated across teams to meet marketing objectives and foster client relationships.</li></ul>	New York

---

## EDUCATION

Sep 2024 — May 2026	<b>Master of Integrated Marketing, New York University   School of Professional Studies</b> Concentration: Brand Management	New York
Aug 2020 — May 2024	<b>Bachelor of Science, New York University   Steinhardt School of Culture, Education, &amp; Human Development</b> Major: Media, Culture, and Communications GPA: 3.533	New York
Aug 2006 — Jun 2020	<b>High School Diploma, Carol Morgan School</b> GPA: 4.5	Santo Domingo, Dominican Republic

---

## COURSES

Jan 2023 — Mar 2023	<b>Corporate Sustainability: Understanding and Seizing the Strategic Opportunity, Universita Bocconi</b>
Jan 2023 — Mar 2023	<b>Introduction to Social Media Marketing, Meta Foundations of Digital Marketing and E-commerce, Google</b>
Jan 2023 — Mar 2023	<b>Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing, and more, IE Business School</b>