[Business Development Social Media](https://www.postjobfree.com/resume/ady1oq/business-development-social-manhattan-ny" \t "_blank)  
  
Location:  
Manhattan, NY, 10001  
  
Posted:  
August 19 2023  
  
Contact Info:  
[jacksonpetrina00@gmail.com](mailto:jacksonpetrina00@gmail.com)  
215-870-2801  
  
Jackson Petrina  
3054 Godwin Terrace, Bronx, NY 10463  
215.870.2801  
PROFESSIONAL SUMMARY  
As an experienced professional with a diverse background in entrepreneurship, hospitality, photography, and business development, I have consistently demonstrated a commitment to excellence in everything I do. As a co-founder of a successful clothing brand, I helped to drive growth and establish our brand in the market. My experience in hospitality at New York vintners, a high-end event service, honed my skills in customer service, organization, and communication. Additionally, my skills in photography have allowed me to capture compelling images that tell a story and create an emotional connection with my audience. Finally, my track record of successfully driving business development initiatives has helped numerous companies to achieve their goals and achieve long-term success. Overall, I am confident that I have the skills, experience, and drive necessary to excel in any environment and achieve the highest levels of success.  
EDUCATION:  
Manhattan College, Riverdale, New York - 2022  
Bachelor Science: Marketing Minor: Religion  
Academic Achievements  
Manhattan College – Earned National Honor Society Honor Roll SOFTWARE EXPERIENCE  
Microsoft Office Suites, Microsoft Word, Excel, Mac, social media, Adobe Photoshop, Lightroom, Canva. PROFESSIONAL EXPERIENCE  
New York Vintners, NY 2022-  
present Provided excellent hospitality services at high-scale events  
- Performed duties such as brand ambassador, bartending/bussing, serving, and food preparation at a high level of performance  
- Possess a professional attitude and outgoing personality  
- Skilled in face-to-face interactions and problem-solving Greenacre, NY clothing Brand  
IG: @greenacre.exchange – [www.shopgreenacre.com](http://www.shopgreenacre.com/)  
Co-founded Greenacre, a sustainable clothing brand, with friends from college  
- Specialize in up-cycled, vintage-style clothing  
- Focus on tailoring and design to provide custom pieces for each individual's personal style  
- Use eco-friendly, socially conscious materials and construction processes  
- Team of designers, tailors, and social media professionals work to craft and promote high-quality clothing  
- Takes inspiration from latest trends and fashion movements to create timeless wardrobe pieces  
- Goal is to create a unique, sustainable wardrobe for customers by blending old and new fashion elements.  
Thrift2death Photographer, NY  
IG:@Thrift2death Personal Portfolio:@geneticson  
Photographer for Thrift2Death, capturing the essence of New York City's vintage fashion scene  
- Keen eye for detail and passion for photography to showcase individual style of vendors and the vibrant atmosphere of the event  
- Document monthly venues in a thoughtful and creative way highlighting the beauty of each piece  
- Photographs have been featured in various publications and social media outlets  
- Experience working alongside up to 30+ vendors  
- Confident in ability to deliver high-quality images that capture the spirit of Thrift2Death and attract a wider audience.  
Testino events, NY 2021-present I  
have provided excellent hospitality services at high-scale events, with duties that have included brand ambassador, bartending/bussing, and food preparation. I possess a professional attitude and an outgoing personality, and am skilled in face-to-face interactions and problem-solving. Athreya Inc, NJ, New Brunswick 1/22-6/22  
New Business Development Executive  
Athreya, a midsize, New Jersey based Technology and Cloud Transformation company. Specializing in SAP/ERP solutions and staff augmentation practice.  
• New Account Manager with a few months experience in establishing client relationships for contingency staffing engagements. Experienced in account management for IT/IS, Information, SAP/ERP, D365  
• Responsible for opening a large enterprise account (Persistent / Microsoft)  
• Partnering with business leaders and hiring managers to assess their talent requirements and advising on the best hiring strategy  
• Shepherding the time and resources effectively and keeping our business partners up to speed on a regular basis  
• Using a variety of techniques to discover and attract the best passive talent  
• Conducting thorough behavioral-based interviews and phone screens to assess both technical baselines as well as skills to be successful in the Tesla environment Focusing on providing a great candidate experience at every opportunity  
• Responsible for opening a large enterprise account (Microsoft) Manhattan College, NEW YORK, NY  
Program Marketer / Content Organizer  
• Hired to assist with the growth and expansion of the Manhattan College Youth Summer Camp Program  
• Responsible for creating, organizing, and maintaining a custom automated database for the Youth Summer Camp Program offered by Manhattan College School of Business  
• Responsible for campaigning and marketing the program to parents  
• Provided competitive pricing information to parent via phone, collected monies for the Camp, to ensure camp positions were confirmed  
Amber Charter School 11/19 – 3/20  
Elementary Tutor / 1st Graders  
• Assisted the primary teacher with tutoring first grade students with reading and reading strategies alike.  
• Helped first graders with the fundamentals of mathematics, English, and building on what the students have learned in kindergarten or other forms of pre-school. The Bolt Team 5/19 - 7/19  
• Responsible for working with homeowners to schedule appointments for alternative Energy /Electric Savings Report). Went door-to-door and find customers interested in receiving a free Energy quotes and usage.  
ErectorSets, PHILA, PA: [WWW.ERECTORSETSINC.COM](http://www.erectorsetsinc.com/) 7/14 – 7/17 Assistance Cabinet Maker  
• Assisted and trained in our family millwork and woodworking shop. Dedicated to providing all the millwork for our projects and upholding the highest quality and creativity for our clientele.  
• Strong emphasis on design and fabrication.  
Mindfulness Coach -Instructor/ Manhattan College  
Spoke with children in a group setting and taught them about being mindful and aware of thoughts and emotions. Taught kids how to meditate, and to express themselves without worrying what others think. Sat in a circle and guided meditation sessions to help kids gain more self - awareness. REFERENCES  
Norris Bankhead: Persistent Microsoft  
215-954-0644  
Brenden Kilroy: Erector Sets  
215-530-2191  
David Caiafa: Mindfulness coach  
201-566-1169

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