

# Angelica Sirotin

## Economics & Mathematics Major

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### PROJECTS

#### Alto Pitch Consulting (Founded December 2018–Present)

A pitch consulting venture geared towards defining the mission and vision of startups in a dynamic, competitive market, by effectively capturing the ear of desired target audiences via strategic messaging.

#### Insights Limited Magazine (Founded April 2018–Present)

From interviews with CEOs to unique personal stories and insider perspectives, the mission of Insights Limited is to deliver exclusive and entirely unique information to its audience.

#### The Daily Disruptor Blog (Founded February 2018–April 2018)

Catered exciting tech/science related news to audience members, effectively managed a team of 15 contributing writers, and managed regular collaboration sessions with members as Editor in Chief to ensure output of excellent content.

### PROFESSIONAL EXPERIENCE

#### Business Development & Content Marketing Intern

Cool Cousin Travel App, Tel Aviv, Israel, Summer 2018.

- **Managed and organized** an efficient, effective, and successful email marketing campaign that targeted hundreds of business in the NYC, Austin, Denver, and Seattle areas.
- **Developed & executed** a foolproof efficiency system, which was then implemented by workers during daily operational tasks.
- **Launched engaging**, targeted content for an audience of 50,000+.
- **Collaborated closely** with leading team members, such as the Director of Content and CEO, and provided valuable input on business operations.
- **Took lead on** analyses and assessment of significant data figures.

#### Social Media Strategist

DreamBig Creative, Minneapolis, MN, 2018–Present

- **Developed and implemented** a successful method for creating strategic messaging across various social media platforms to increase brand awareness, and **maintain and enhance** brand growth for B2C and B2B clients by analyzing and leveraging daily social network trends.

#### Contributing Writer

The Odyssey Online Magazine, Minneapolis, MN, 2017–Present

- **Consistently awarded** "Creator of the Month" title due to the release of captivating content.
- **Create engaging content** for audiences that revolve around subjects like travel, politics, and culture.
- **Research peak user timeframes** across various social media platforms to ensure that articles reach a widespread audience in a manner that is most powerful and effective.
- **Regularly collaborate** with contributing writers and editors in chief to ensure that all released content is of the highest possible quality.

### OBJECTIVE:

**Seeking to gain experience in the realm of business development and management.**

### SKILLS

Expert Level Certified Business Writer  
Expert in Streak Email Marketing software  
Organizational Leadership  
Extensive knowledge of social networks  
Excellent public speaker  
Ability to craft targeted, strategic, and persuasive pitches  
Published author with excellent creative and persuasive writing abilities

### TESTIMONIALS

*"Angelica is not only incredibly talented at creating pitches and strategic messaging, but she also has the highest integrity, and really gives her all to the job... **I was personally so impressed with her that I asked her if she would be interested in joining the company as a co-founder.**"*

– Elisa Klein, Founder and CEO at MyQuestions Self-Improvement Platform

*"Angelica is extremely knowledgeable about business content writing and strategy. **Her ideas and suggestions have even helped improve our product.** Angelica brings a high level of integrity to her work, and she understands exactly how to leverage communicative content strategies in a game changing way that leads to powerful results."*

– Pratyush Nema, Founder and CEO at Defenzelite; a revolutionary trust-oriented social networking platform

### EDUCATION

**University of Minnesota Twin Cities** (2017–2021)

**Saint Louis Park High School, MN,** (2013–2017)

