

STACY APOSTOLOPOULOS

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EDUCATION

University of Georgia

Bachelor of Arts, Public Relations | Minor, General Business

Entrepreneurship Certificate

Athens, GA

Projected Spring 2027

GPA: 3.61/4.00

SKILLS

Meta Business Suite | Adobe Photoshop & InDesign | Canva Pro | Instagram | Facebook | TikTok | Snapchat | Flodesk | Google Ads Certification | Reporting & Analytics | Copywriting | Content Strategy | Social Media Analytics | Email Marketing | Newsletter Development | Greek (Bilingual) | Portuguese (Proficient) | Spanish (Elementary)

RELEVANT EXPERIENCE

Digital Media Intern

Remote

Choice Media and Communication

January 2026 – Present

- Support brand and client accounts through strategic content planning, social media execution, analytics tracking, and design development.
- Build and manage cross-platform content calendars, create branded marketing assets, and assist with drafting, scheduling, and optimizing social media content.
- Track and analyze key performance indicators—including website traffic, lead activity, email engagement, and social growth—to inform strategy and client recommendations.

Social Media and Paid Search Intern

Remote

The Falling Agency

September 2025 – January 2026

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

Social Media Manager

Remote

Animal Hospital of Kannapolis

September 2025 – January 2026

- Manage clinic social media across Instagram and Facebook, creating branded visuals and strategic captions.
- Plan and maintain content calendars to support consistent posting and engagement.
- Grow Instagram following by 25% in 90 days by highlighting patients, staff features, and educational content.

LEADERSHIP & INVOLVEMENT

Public Relations Student Society of America

Athens, GA

Member

July 2024 – Present

- Collaborate on real-world PR campaigns for local businesses and non-profits, gaining hands-on experience in media relations and strategic planning.

Alpha Xi Delta

Athens, GA

Recruitment Chair, Member

August 2023 – Present

- Develop and implement marketing strategies, including social media campaigns, to promote recruitment events and increase visibility of the sorority on campus to boost membership.

HONORS

President's List: Fall 2025, Spring 2025, Fall 2024 | Dean's List: Fall 2023, Spring 2024

Valedictorian: Greek Language Immersion Program, AHEPA