

Alana DiFronzo

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EDUCATION

Endicott College, Beverly, MA

Bachelor of Science in Communication

Expected Graduation: May 2026

Lambda Pi Eta Honor Society

WORK EXPERIENCE

The Scoop N' Scootery, Arlington, MA

Sundae Maker

September 2023- Present

- Create and package a variety of ice cream sundaes to enhance the customer experience
- Maintain meticulous presentation, portion control, and bagging standards to ensure consistent quality and appearance
- Work efficiently in a fast-paced environment, multitasking to fulfill and bag orders promptly
- Collaborate with team members to support smooth operations and deliver a positive, customer-focused experience

Female Fan Nation, Remote

Social Media Intern

August 2025- December 2025

- Developed and designed engaging social media posts across multiple platforms to increase audience engagement and brand visibility
- Drafted and edited professional pitch decks for client presentations
- Wrote and formatted newsletters to communicate company highlights
- Captured, edited, and produced video content
- Tracked performance metrics and optimized content strategies based on audience insights and engagement data

White Birch Media Group, Remote

Digital Media Intern

May 2025- July 2025

- Streamlined recipe content creation process by sourcing relevant material from It Is a Keeper, Primary CGSE, and Secondary CGSE sources, ensuring consistent inclusion of high-quality information across posts.
- Leveraged ChatGPT to generate engaging post drafts, then meticulously integrated and revised content within WordPress templates.
- Managed multimedia assets by designing images in Canva for recipe posts, uploading them with optimized Alt Text on WordPress
- Optimized category pages by integrating targeted PKWs, SKWs, and compelling meta descriptions

Endicott College, Accessibility Services, Beverly, MA

Peer NoteTaker

January-May 2023

- Invited to become a peer notetaker, regularly submitted comprehensive notes to enhance collective learning and understanding
 - Facilitated accessibility services for fellow students, ensuring equitable access to educational resources
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SKILLS

- Canva
 - Slack
 - Google Workspace: Docs, Slides, Sheets
 - MS Office Suite: Word, Excel, PowerPoint
 - Adobe software programs
 - Social media (Snapchat, X, Instagram, Facebook, Pinterest, and TikTok)
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ACTIVITIES

- Game day event management August 2022- April 2023