

PAIGE PRYLINSKI

DIGITAL MARKETING AND
SOCIAL MEDIA MANAGER



STRENGTHS

Competition

Command

Deliberative

Adaptability

Relator

CONTACT

256.656.6490

prylinski4@comcast.net
linkedin.com/in/

paige-prylinski

paigeprylinski.com

557 McFarland Rd
Norfolk, VA 23505

EDUCATION

Auburn University, Auburn, AL
Bachelor of Science in Business Administration
Marketing

Aug 2017

EXPERIENCE

Orangetheory Fitness, Norfolk, VA
Studio Manager

Aug 2020 - Present

- Manage overall studio operations, handle member concerns, and train and lead a team of sales associates.
- Coordinate monthly challenges and events to promote member engagement.
- Send weekly messages to inform sales staff of all marketing promotions and initiatives.
- Create and coordinate studio marketing and outreach events.
- Manage approved social media channels including Facebook, Instagram, and TikTok.

Phi Gamma Delta, Lexington, KY
Coordinator of Communications

May 2018 - Jan 2021

- Managed the Fraternity's activity and presence on social media.
- Collaborated with vendors to promote social media give-aways in order to increase engagement by an average of 5% across all platforms and gain over 4,000 Instagram followers.
- Reformatted 10 pages on the website to improve organization for user friendly experience.
- Designed and updated over 50 handouts, brochures, manuals, workbooks and other publications in the Fraternity's refreshed brand.
- Created and produced over 300 pieces of print and email communication for headquarters, chapters and house corporations.
- Designed 3 logos for the Fraternity's educational programs and named programs such as "The Summit" and "The Parliament," a new undergraduate giving society.
- Received 2nd Place award for Excellence in Digital Marketing from the Fraternity Communications Association for Hazing Prevention Week social media campaign.

National Panhellenic Conference Inc., Indianapolis, IN
Communications and Marketing Intern

Aug 2017 - Apr 2018

- Helped develop and execute an annual marketing plan for social media.
- Maintained "The Sorority Life" Facebook page, Instagram and Twitter feed.
- Assisted with the creation and execution of the NPC marketing and outreach plan targeted toward potential new members.
- Assisted with the development of Facebook and Twitter feeds to promote NPC events and activities.
- Converted documents to NPC's refreshed brand.

Auburn Athletics Marketing Department, Auburn, AL
"Game Day" Intern

Apr 2016 - May 2017

- Assisted marketing staff with projects.
- Worked game days and designated events.
- Managed interactive fan zones.
- Executed advertising initiatives and game day promotions/activities.