

# Maranda Seebarran

## EXPERIENCE

### Northwell Health, *Internal Communications Coordinator*

New Hyde Park, NY | February 2022 - Present

- Design creative assets, templates, and intranet graphics (social media graphics, flyers, digital signage, screensavers, intranet banners, landing pages, presentations, and employee newsletters) using Adobe Creative Cloud Suite in alignment with brand guidelines
- Manage copywriting, formatting, and distribution of weekly newsletter detailing the latest news to promote internal initiatives to 85,000+ employees
- Supervise and execute internal and external communication plans through the deployment of marketing deliverables on the intranet and employee-facing channels
- Plan and post content on Instagram channel with 24,700 followers, helping increase followers by 10%, and manage Facebook group as an administrator with 18,000 members to help improve employee engagement
- Lead weekly editorial call of a run-through of all content on internal channels and manage editorial calendar to maintain timelines for communications plans of various internal campaigns
- Assist in the launch of the new employee intranet — tracking progress and monitoring the implementation of campaign materials
- Compile and analyze metrics and statistics to drive strategies and improve social media communication plans, employee email campaigns, newsletters, and intranet content
- Deliver high-quality and detailed support to channels and content team to format and distribute communications from senior leadership to targeted business units and all employees while maintaining high confidentiality
- Maintain updated distribution lists for email marketing campaigns to ensure communications are received without delay

### Binghamton University Art Museum, *Exhibition Curator Coordinator*

Binghamton, NY | August 2020 - December 2020

- Collaborated with the Museum's Curator of Collections and Exhibitions to design, create, plan, and implement an exhibition using the Museum's collections
- Wrote exhibition material, labels, and introduction, for a Spring 2021 Exhibition
- Monitored timeline of exhibition progress and communicated with a faculty advisor to discuss the progress of research and frame exhibition material via email and online meetings

### Town of Huntington, *Parks and Recreation Summer Assistant*

Huntington, NY | June 2020 - July 2020

- Designed signage for the summer food pick-up program, a template for Parks and Recreation's town newsletter, and mockup signage for town parks
- Collected, organized, and filed camper medical forms and daily COVID-19 questionnaires, field permits and COVID-19 forms for sports leagues, camper bus information, and meals delivered for campers for record-keeping
- Logged payroll for camp counselors in the payroll system
- Coordinated meetings with various departments to gather stakeholder needs for signage via email
- Provided clerical support to staff, including scheduling, copying, faxing, file management, answering incoming phone calls, sorting mail, and sending correspondence
- Communicated with town members promptly and politely to offer support and companionship when in need of assistance via in-person or on the phone

## CONTACT

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## PORTFOLIO

Mjseebarran.com

## EDUCATION

Binghamton University  
Bachelor of Arts in Art History,  
Minor in Graphic Design  
December 2021

## SKILLS

Proficient in Adobe Creative Cloud Suite, Microsoft Suite, Google Workspace, Final Cut Pro, Slack, SketchUp, OpenMoves, Webtrends, TSEscreensavers, Wordpress, Wix and social media management

## RELEVANT COURSEWORK

Graphic Design I  
Intro-Graphic Design Software  
Graphic Design Software II  
Communication with Type  
Broadway Marketing and PR  
Video & Filmmaking I  
Experience, History & Analysis of Cinema  
Museum Studies