

# HARPER STATON-TODARO



## EDUCATION

- Skidmore College** Sep 2022 - expected graduation May 2026  
International Affairs Major | Management and Business Minor
- GPA: 3.613
    - Major GPA: 3.705 | Minor GPA: 3.629
  - Member of the Skidmore Women's Rowing Team since September 2022; awarded 2024–2025 Teammate of the Year.
  - Station DJ with WSPN 91.1 FM Skidmore College Radio since January 2023.

## SKILLS

- Proficiency in Microsoft Office Suite
- Proficiency in Canva
- Competency in Adobe Photoshop, Illustrator, InDesign, and Animator
- Competency in AI tools: ChatGPT, NotebookLM, Perplexity
- Knowledge of WordPress and intranet content systems
- Conversational Spanish
- SEO-based content creation

## MARKETING EXPERIENCE

- **Social Media Manager | Skidmore Rowing** July 2025 - present
  - Create posting schedules and original content for Skidmore Rowing's Instagram and TikTok accounts, which have generated **250k+ views** and **15k+ likes**.
  - Managed the 2025 All in to Win Campaign, which generated **\$29,870 in donations** for the program.
- **Corporate Communications and Digital Marketing Intern | AAA Life Insurance** May 2025 - Aug 2025
  - Developed first-of-its-kind content for the company's intranet and social media channels.
  - Produced intern-focused videos that generated **3k+ views** across Instagram, Facebook, and LinkedIn, with **4k+ impressions** on LinkedIn; outperforming typical digital content benchmarks.
  - Utilized AI tools to conduct audits of 17 competitor websites, four affiliated club websites, and eight intranets; provided recommendations to inform future communication and marketing strategies.
  - Supported the planning of the 2025 Corporate Diamond Club Lake Tahoe event, including participant and vendor communications.
- **Brand Marketing and Communications Intern | InnerFlow Studio** Sep 2024 - Dec 2024
  - Authored 7 SEO-optimized blog articles for the company's online journal.
  - Brainstormed, filmed, and edited 10+ TikTok videos, generating **17k+ views** and **650+ likes**.
  - Researched and gathered insights for business and influencer partnership opportunities; applied AI tools for competitor analysis and business contact research.

## ENTREPRENEURIAL EXPERIENCE

- **Beanstock Designs** July 2024 - present
  - Create and sell original digital collages.
  - Accepted in Skidmore College's 2025 Tang Bazaar art market, which drew 700 customers, and sold \$350 in original prints.

## LEADERSHIP EXPERIENCE

- **Rowing Coach | North Shore Maritime Center** July 2023 - Aug 2024
  - Coached 50+ rowers ranging from ages 9 to 60+, creating individualized practice plans for athletes of differing experience levels.
  - Coordinated events with community organizations to increase local engagement in maritime sports.

## EDUCATIONAL EXPERIENCE

- **Sizzl.com App (Food App) & TogaNola (Granola Product) | MB 351: Brand and Market Communications** Fall 2025
  - Completed two 4-week brand strategy engagements for real-world clients; delivered research-backed positioning recommendations.
  - Defined brand personality and assessed current positioning using competitive/category analysis and primary/secondary research.
  - Developed two alternative brand strategies per client (positioning, value proposition, messaging pillars, brand voice) and recommended a direction.
  - Presented strategy options to client stakeholders; delivered final deck and supporting rationale.

