

# VERONICA FINNEGAN

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Communications manager who loves hard work,  
strong coffee, and making a difference.

## Skills

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- Print and digital marketing content creation: ads, blogs, email campaigns, newsletters, press releases
- Social media management: editorial calendars, performance analysis, native and sponsored content, audience personas
- Nearly a decade of office administration experience (including confidential data entry on multiple systems)
- Tools: Bit.Ly, Canva, Eventbrite, Hootsuite, iMovie, Mailchimp, Wordpress

## Volunteering

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- Planned Parenthood Clinic Escort
- PPMHV Activist Council
- Food Not Bombs– Newburgh

## Conferences Attended

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- Civil Liberties & Public Policy (April 2019)
- Planned Parenthood People's Summit (July 2019)

## Publications

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- A complete list of published work is available at [veronicawrites.com/portfolio](http://veronicawrites.com/portfolio)

## Contact

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[veronicagoin@gmail.com](mailto:veronicagoin@gmail.com)  
[www.veronica-writes.com](http://www.veronica-writes.com)

## Experience

### *Communications Manager*

Catskill Animal Sanctuary, Dec. 2019- Present

### *Communications Associate*

Catskill Animal Sanctuary, Dec. 2017- Dec. 2019

### *Digital Marketing/Social Media Consultant*

Matchbook Marketing, Sept. 2017-Present

### *Content Communications Specialist*

The Blue Book Network, March 2015- June 2017

### *Editorial Assistant*

[Eco-Chick.com](http://Eco-Chick.com), September 2014- December 2014

### *Marketing Coordinator*

Kendal on Hudson, September 2013- March 2015

### *Weekend Front Desk Receptionist*

Kendal on Hudson, February 2012- July 2013

### *Junior Office Assistant (Seasonal)*

SUNY Westchester Community College Admissions Office, January 2008- January 2012

## Education

### *Bookstore Operations Certificate*

Paz & Associates Training Group, August, 2017

### *Copyediting Certificate*

UC San Diego Extension, August, 2016

### *BA English Literature, BS in Visual Art*

Magna Cum Laude– Pace University, August, 2013