



[Website](#)

Boston, MA, USA

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Introduction

Hello, I'm Ariadna Rompapas

I'm a Business Development and Marketing professional with global experience across the United States, Europe, and Latin America.

I've worked with international organizations, associations, companies and NGOs helping them expand markets, optimize digital presence, and deliver impactful events. My expertise blends strategy and creativity: from restructuring branding that increased inbound sales by 80%, to coordinating international conferences with 150+ attendees, to developing campaigns that consistently drove double-digit growth.



My Education

Master of International Marketing August, 2024

Hult International Business School | United States

- Third place on Business Marketing Challenge
- First Place on International Negotiations 21st Century Challenge

Master of Public Management March, 2021

IESA | Venezuela

Bachelor in International Studies March, 2018

UCV | Venezuela

- Two honored mentions of best group (Litis Group)
- Founder of Litis Group



Personal Skills

- CRM
- Project Management
- Business Consulting
- Networking facilitator
- Copywriting
- Relationship Building
- Digital Marketing
- Social Media Management
- Content Strategy
- Branding
- Email Marketing
- SEO
- Website Management
- Event Coordination
- Event Management
- Account Management
- Negotiation
- Data Analysis
- Partnership Management



Work Experience

Marketing and Development | TEDx Harvard Square — Boston, MA, USA | 2025

- Successfully signed the fiscal sponsorship agreement to guarantee the fiscal exemption
- Cooperating to help in the efforts to organize the main event (house) in February 2026
- Collected data from websites and social media, making tiktok, linkedin, instagram content

Sales Representative | Peak Marketing Inc — Boston, MA, USA | 2024

- Successfully coordinated the promotion of AT&T in Costco Stores in Danvers, Dedham and Nashua
- Direct marketing and customer support for AT&T in Costco promotions

Member Services Director | Pride Partners International — San Diego, CA, USA | 2023

- Restructured content strategy and branding, resulting in an 80% increase in inbound sales.
- Successfully coordinated ten events and webinars, with over 150 attendees in each, including a Global Conference in Paris.
- Collected data from websites and social media, utilizing it to achieve a 20% increase in sales numbers every three months.

RCO Intern | United Nations — Caracas, Venezuela | 2017

- Orchestrated United Nations Day, engaging over 100 key political, diplomatic, and business
- Directed logistics for seamless event execution

Project Assistant | Progresists Institute (NGO) – Caracas, Venezuela | 2018

- Executed five events per month, boosting political party participation by 50% to 70%
- Gathered data from 100+ email subscribers to craft marketing strategies
- Developed a networking platform for 100+ attendees per event
- Supported the Board of Directors in processing Financial Aid applications



My process to work with a brand

Discovery Call

Brand goals,
audience, voice

1

Planning

Editorial calendar &
campaign schedule

3

Optimization

Report, review,
refine

5

Research

Competitor and
keyword insights

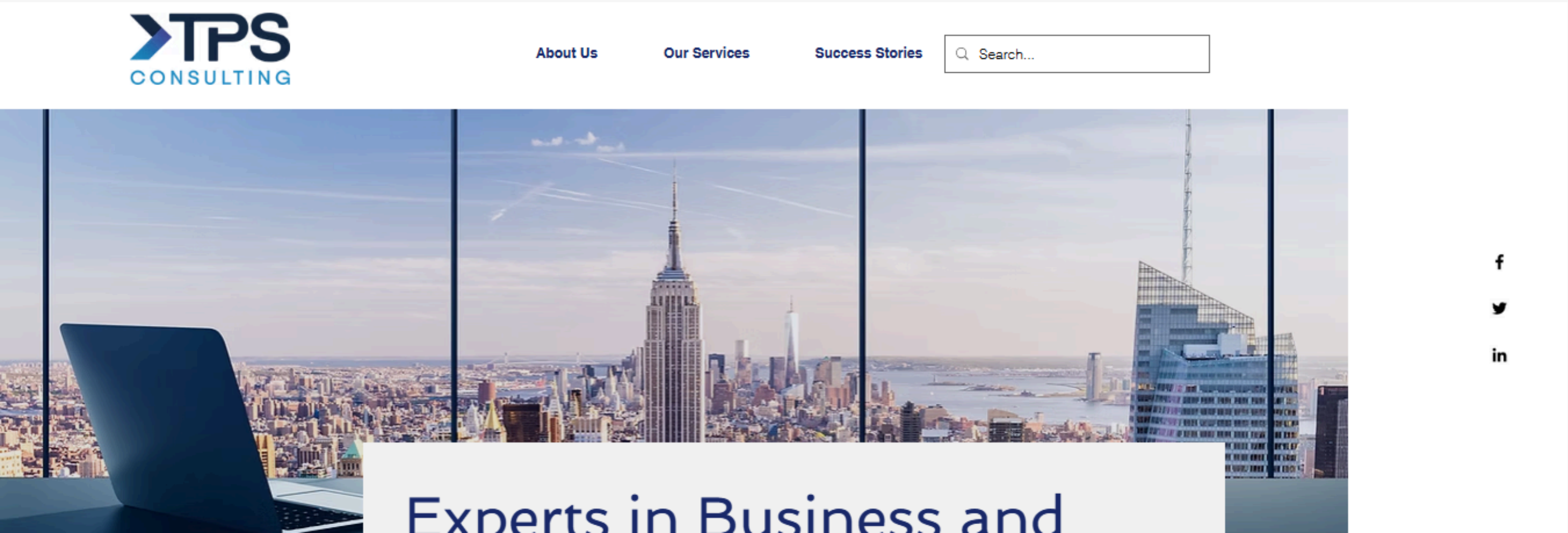
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Execution

Content
production and
launch

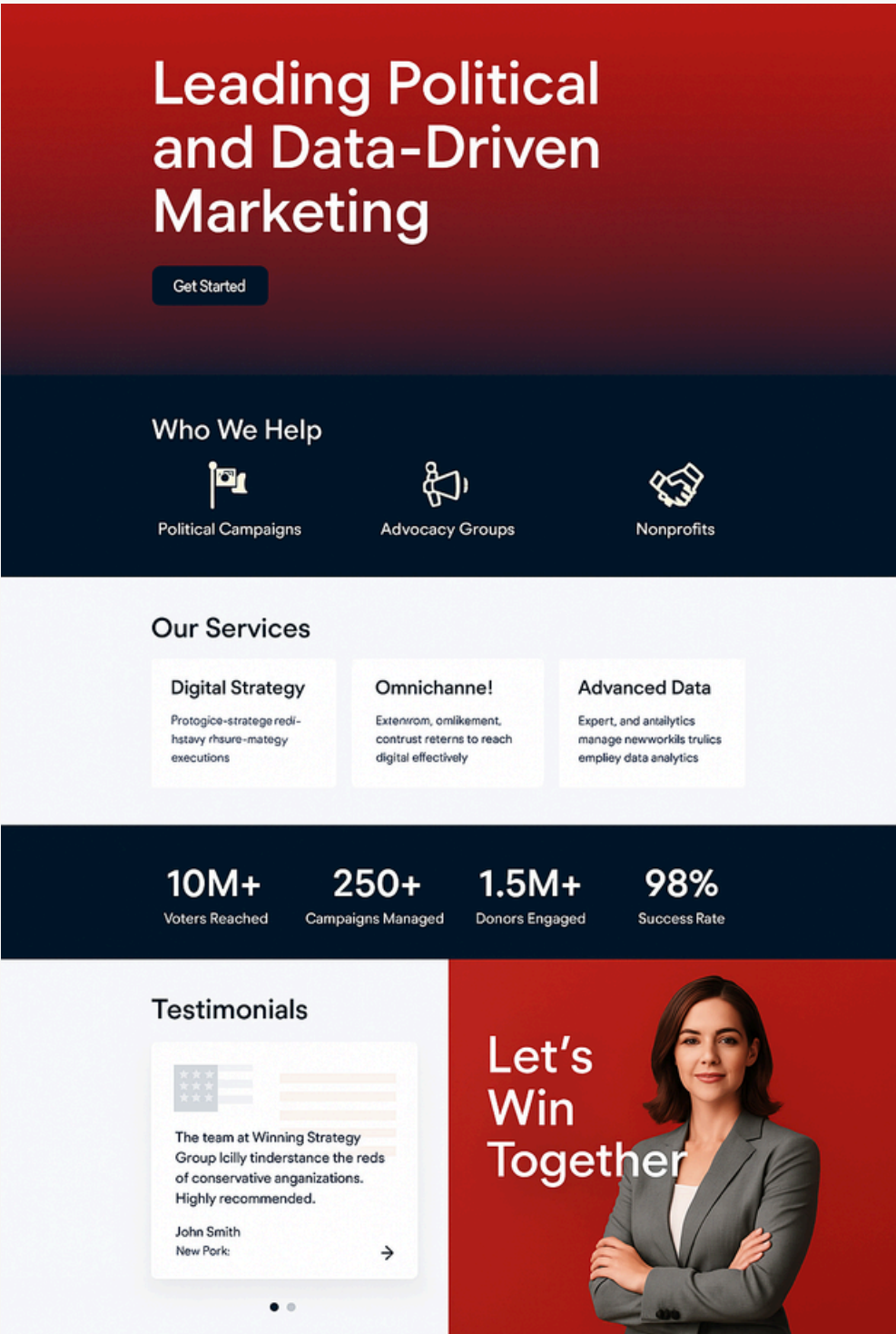
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The entire process can range from two weeks to three months, depending on the specifics of the project.



Website design

I have created websites for a range of companies. Generally, the process starts with an initial concept that gradually transforms into the completed product. I work closely with the client throughout the journey to finalize details such as colors, fonts, images, and animations. For web development, I have used platforms like **Wix, JavaScript, Webx, Shopify and GoDaddy**. My goal is to ensure that each website not only meets but exceeds the client's expectations, offering both functionality and aesthetic appeal. I stay up-to-date with the latest trends in web design to incorporate innovative features that can enhance user engagement with SEO p

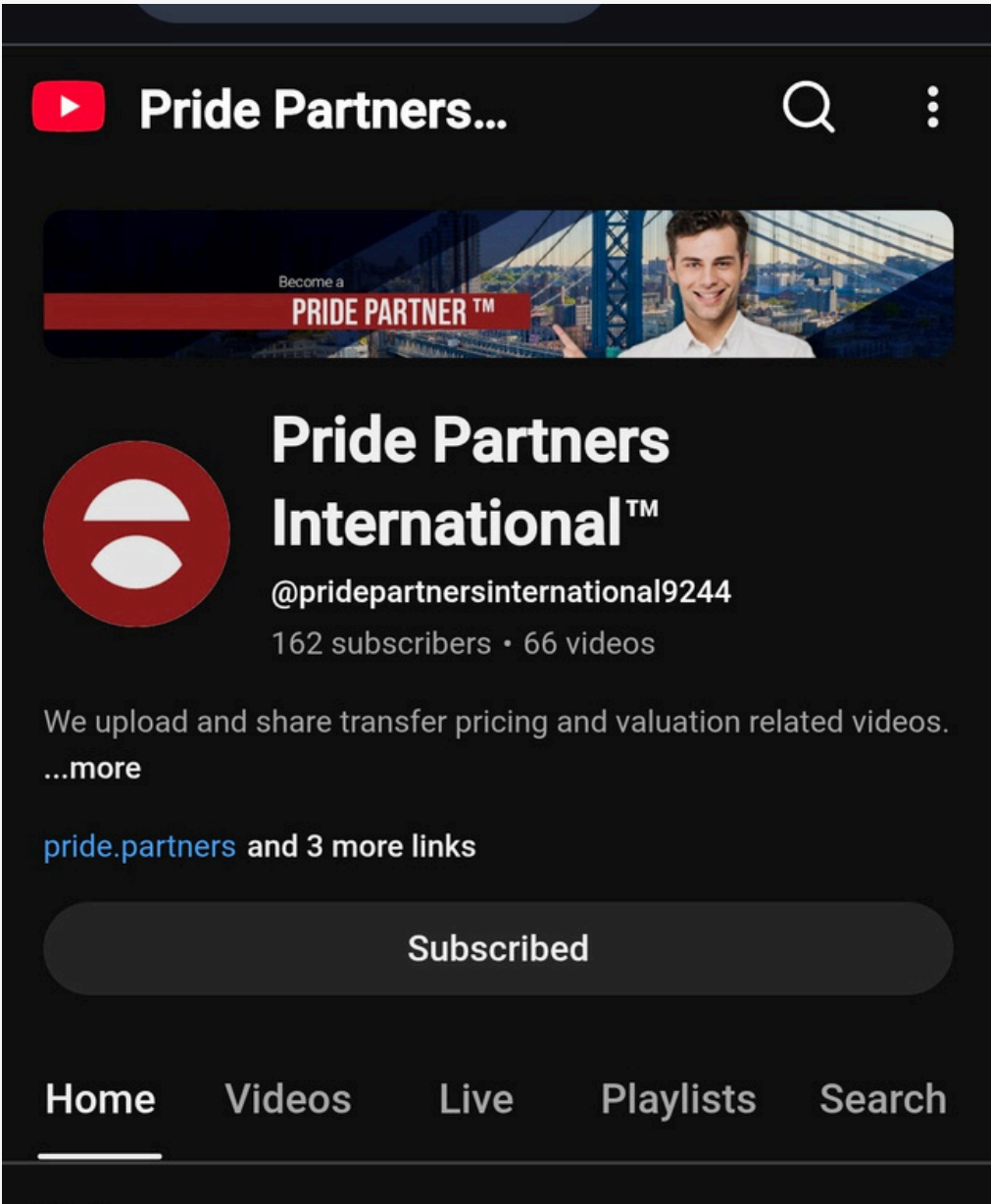




Social Media

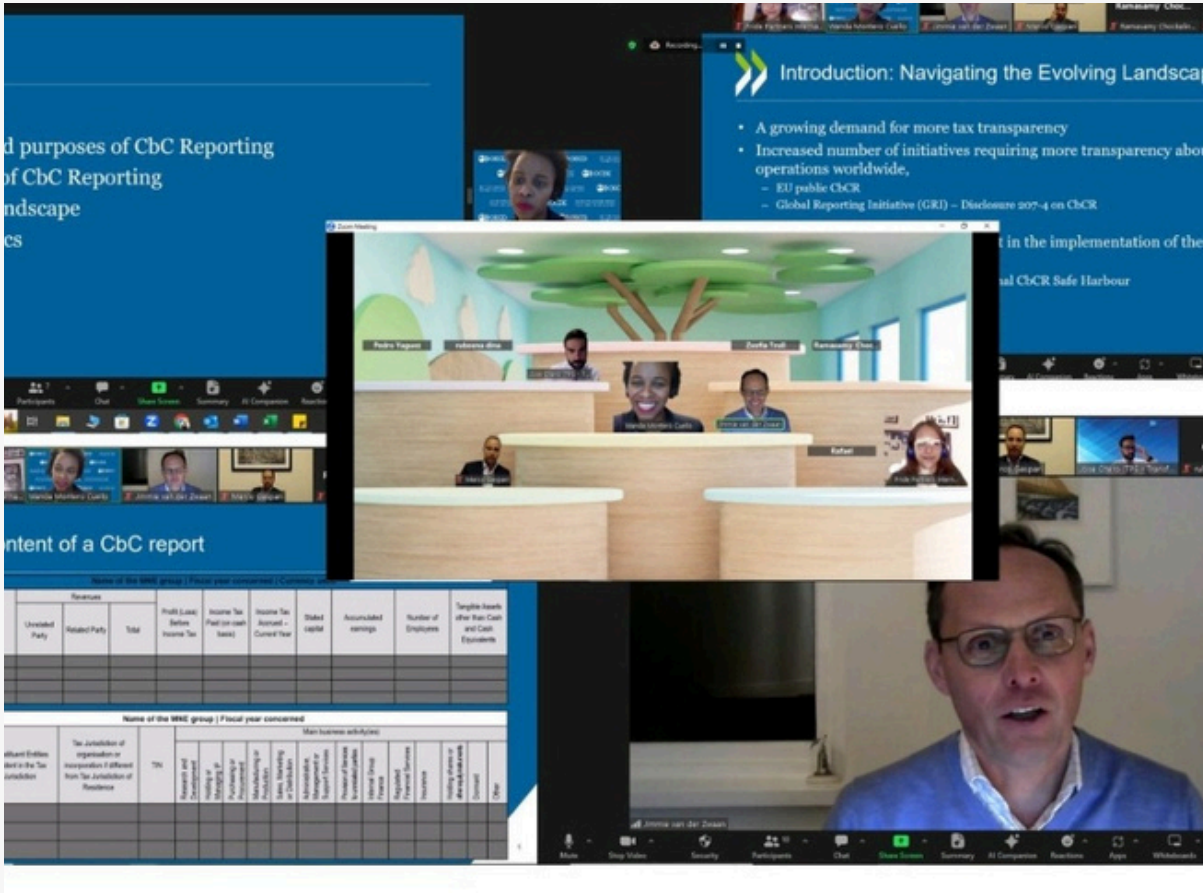
I have managed social media platforms like **LinkedIn, YouTube, Spotify, Instagram, and TikTok.** My focus has been on turning low-engagement accounts into assets aligned with company goals.

- Goals: Convert leads, drive sales, promote education, and boost profitability.
- Collaboration: I work closely with the owner to create content for optimal performance.
- Content Strategy: We develop a content calendar that resonates with the target audience and trends.



Event planning

My expertise lies in crafting **unique and memorable events** that not only meet but exceed client expectations. I am adept at **managing budgets, negotiating with vendors**, and ensuring that every detail is meticulously planned and executed. With experience in event organization dating back to 2017, I have effectively contributed to a range of projects, including roles with the United Nations, NGOs, and both digital and in-person conferences in Paris, along with organizing for TEDx Harvard Square. I work closely with clients throughout the entire process before, during, and after events to guarantee a smooth and enjoyable experience.





My store

Welcome to my store, where you'll find unique designs that capture various moods, icons, and messages. We offer premium quality items, including hoodies, t-shirts, mugs, bottles, and cases. Our collection is crafted with care and creativity, ensuring that each piece resonates with your personal style and preferences. Whether you're searching for a bold statement piece or a subtle, elegant design, we have something special just for you.



Make your purchase

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Schedule a call today

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Let's work together!

thank you

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