Ava Knopping

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SUMMARY:

NYU Integrated Marketing graduate student concentrating in Brand Management, with experience in market research, competitive analysis, integrated campaign strategy, and consumer-facing content.

EDUCATION:

New York University, School of Professional Studies August 2026 to Present
M.S. in Integrated Marketing, Brand Management Concentration *New York, NY*

University of Colorado Boulder, CMCI August 2021 to December 2024
B.S. in Strategic Communication, Creative Advertising *Boulder, CO*
Minor: Creative Technology and Design
CMCI Dean's List: Spring 2024, Fall 2024

WORK EXPERIENCE:

MSC Retail June 2025 to March 2026
Retail Associate *Philadelphia, PA*

- Led market research and competitive analysis to identify, segment, and target high-potential national and local retail brands.
- Crafted tailored messaging strategies to communicate value to prospective brand partners, driving measurable response rates.
- Spearheaded targeted email outreach campaigns to attract and engage national and local retail brands.
- Produced branded marketing collateral, including brochures, tour books, and leasing materials, to support active listings.
- Directed client communications and coordinated meetings, property tours, and strategic follow-ups on behalf of senior leadership.

Miller Bros Solar June 2024 to September 2024
Marketing Intern *Conshohocken, PA*

- Collaborated with business development leadership and an external creative agency to redesign the company website, ensuring a cohesive and compelling brand voice across all digital touchpoints.
- Translated technical solar information into clear, engaging copy for brochures and statements of qualifications, using storytelling to communicate value to prospective clients.
- Produced and scheduled social media content to drive audience engagement, and crafted targeted email campaigns to promote company initiatives and strengthen brand awareness.

College of Media, Communication and Information (CMCI) September 2022 to September 2023
Student Assistant *Boulder, CO*

- Designed graphics and marketing materials in Adobe Creative Cloud, maintaining a consistent brand voice and visual identity across all platforms.
- Developed and managed web content on the CMCI website using WordPress, writing clear, concise messaging to promote events and drive user engagement.
- Collaborated cross-functionally with CMCI staff to align all digital communications with institutional values, contributing to a cohesive user experience.

PROJECTS AND ACTIVITIES:

Content Creation & Social Media (TikTok: @lifeofavak) August 2024 to Present
Content Creator *Remote*

- Secured PR partnerships with consumer brands including Promix, Pixi, and Hatch by communicating measurable audience value.
- Produced a short-form video that reached 100k views, using audience insights to optimize engagement and reach.
- Grew a lifestyle and wellness personal brand from 0 to 800+ followers and 43k+ likes through consistent, strategic short-form video content.

Visual Design Work (avaknopping.com/design) May 2024 to Present
Brand Identity & Packaging Concepts *Remote*

- Created logo concepts, wordmarks, identity studies, and event graphics, including a brand identity for a concept canned cocktail and a packaging design exercise for Perrier Lime.

Dijjoo Campaign (Capstone) August 2024 to December 2024
Project Manager, Head of Strategy *Boulder, CO*

- Led integrated campaign strategy, including positioning, target audience insights, and messaging, for Dijjoo, a Gen Z-targeted collaborative social app that turns shared experiences into keepsakes.
- Directed a cross-functional team to develop a cohesive brand narrative, aligning creative direction with target audience insights and campaign objectives.
- Managed campaign planning and execution from concept to completion, delivering the campaign deck, integrated campaign direction, and an outdoor campaign mockup.

Global Strategic Communications Paris May 2023 to June 2023
Social Media Manager *Paris, France*

- Curated and managed daily Instagram content to drive audience engagement and document an immersive international marketing program.
- Developed strategic social messaging highlighting global agency partnerships and international marketing insights for a digital audience.
- Engaged directly with global creative agencies, gaining firsthand exposure to international advertising strategy and cross-cultural brand communication.

Delta Gamma Sorority, Phi Chapter August 2021 to Present
Active Member *Boulder, CO*

- Supported Service for Sight philanthropy initiatives and contributed to new member recruitment efforts.

LICENSES AND CERTIFICATIONS:

Pennsylvania Real Estate Salesperson License Issued March 2026

SKILLS AND INTERESTS:

Marketing: Brand positioning and messaging, market research and competitive analysis, consumer and audience insights, integrated campaign planning, packaging and logo design, email marketing, social media content
Tools: Adobe Creative Cloud (Photoshop, Premiere Pro, Lightroom, Illustrator), Canva, Figma, WordPress, Google Workspace, Microsoft Office, AI prompting
Interests: Interior design, cooking, content creation, completed Philadelphia Half Marathon, skiing, hiking, avid reader, Philadelphia sports fan