

# Christina Aquilina

*Passionate marketing specialist devoted to promoting the Catholic faith*

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## EXPERIENCE

### **Social Media Specialist and Writer, The Nest**

November 2025 - present

- Updating social media presence
- Writing to promote store to community
- Working with Store Manager and Missions Resident to conduct Giving Tuesday campaign with emails, social media posts, media outreach and special events

### **Catholic Communications Consultant**

May 2013 - present

- Assisted a variety of Catholic non-profits, including the Diocese of Pittsburgh and local Catholic book publishers, in social media, graphic design and communications
- Designed and typeset Catholic books
- Promoted Catholic publishers Diocesan On Mission campaign via social media
- Created social media graphics
- Designed flyer for special event
- Sent out promotional event emails to local parishes

### **Women Alive! In God's Mercy Conference Communications Coordinator**

October 2015 - April 2016

- Created aesthetically pleasing, informative marketing materials
- Managed the website and social media presences for Women Alive!, including the existing Facebook, Twitter and YouTube presences, and establish presences on Pinterest and Instagram
- Created ads for the Pittsburgh Catholic newspaper and worked with the Diocese of Pittsburgh on an article for the conference
- Created promotional video
- Created a monthly Women Alive! E-newsletter
- Connected with relevant Diocesan ministries to establish partnerships for the event

### **Communications Coordinator, Make-A-Wish Foundation of Greater Pennsylvania and West Virginia**

August 2008–November 2015

## SKILLS

Public Relations  
Content Marketing  
Strategic Planning  
Social Media Management  
Website Management  
Donor Engagement  
Writing  
Graphic Design  
Marketing and Advertising  
Adobe Creative Suite  
HootSuite

## AWARDS

Excellence in Print Journalism  
from Point Park University  
Newspaper Guild Scholarship  
Presidential Scholarship from  
Point Park University

## LANGUAGES

Basic Knowledge of Spanish

- Designed marketing materials and wrote promotional copy for fundraising events
  - Spoke with donors at events and managed donor list for newsletter
  - Wrote and distributed press releases on children's wishes and special events
  - Worked with development team to ensure donors were targeted well with materials
  - Organized media kit and created media list
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- Managed website and social media accounts
  - Worked on overhaul project for a new website
  - Designed and wrote articles for bi-annual newsletter
  - Designed annual report
  - Created and sent out e-mail newsletters and e-blasts highlighting interesting wishes and promoting events
  - Created and designed marketing materials within brand identity guidelines, including brochures, billboards, referral cards and flyers

### **Intern and Freelance Writer, *Pittsburgh Post-Gazette***

Summers of 2006 and 2007

- Wrote 28 articles over two summers, including three cover stories, for PG North section
- Designed a few pages of PG South section
- Proofed copy

### **Freelance Writer, *Pittsburgh Tribune-Review* and *Pittsburgh Catholic***

2007-2008

- Wrote a couple articles

## **EDUCATION**

### **Point Park University, Pittsburgh**

B.A. in Journalism and Mass Communications

B.A. in Advertising and Public Relations

Graduated May 2008

### **Oakland Catholic High School, Pittsburgh**

Graduated May 2004

## **VOLUNTEERING**

### **Divine Grace Parish Walking with Moms in Need Baby Shower Ministry**

Fall 2023

### **Board of Trustees Member, *Pittsburgh Catholic***

January 2015 -2017

### **On Mission for the Church Alive! Communications Steering Committee Member**

April 2015 - July 2017

### **Core Team Member of Monroeville Catholic Young Adult Ministry**

February 2011 - July 2017