Yanet Getachew

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Education

University of Minnesota, BA in Communications — Sept 2023 – May 2027

Experience

Marketing Project Manager, MOTYF – Minneapolis, MN — Sept 2024 – Present

- Managed end-to-end production scheduling for a cross-functional marketing team, coordinating filming, scripting, and editing assignments based on team capacity.
- Partnered with Communications, Marketing, and Events departments to align deliverables and ensure on-time content publication across all channels.
- Led task delegation and resource coordination across a direct team of 6 contributors and communicated with approximately 20 leaders across all teams to keep concurrent campaigns on track.
- Built and maintained project timelines in Asana and Google Calendar, tracking deadlines and milestones across multiple simultaneous initiatives.

Sales Specialist, Apple – Minneapolis, MN — July 2025 – Present

- Educated customers on the full Apple ecosystem, ensuring informed purchasing decisions and building long-term brand loyalty.
- Leveraged CRM tools to support the Small Business Team and to reach out to over 30 clients per day, managing client contact records and coordinating outreach to drive product adoption.
- Drove excellent results from team members by sharing product knowledge and best practices to strengthen store floor performance.

Receptionist, The Pillars of Prospect Park – Minneapolis, MN — Oct 2024 – July 2025

- Coordinated marketing campaigns, event promotions, and content calendars for residents and prospective clients.
- Designed flyers, emails, and social media materials in collaboration with staff and leadership.
- Managed RSVP lists, on-site event logistics, and served as the primary point of contact for residents, families, and staff.

Activities & Leadership

Social Media Leader, Students for Change – Minneapolis, MN — Sept 2022 – June 2023

- Led content creation across Instagram and TikTok using Canva and CapCut, resulting in 35% growth in audience engagement.
- Developed weekly content calendars and analytics reports using Google Sheets; directly pitched and co-wrote a funding proposal by interviewing every organizational leader to build a comprehensive case, securing $2,000 in funding.
- Delivered social media performance reports to the student board and school partners to inform strategic decisions.

Youth Board Leader/Volunteer, Re'ese Adbarat Cathedral – Minneapolis, MN — Aug 2019 – Sept 2023

- Developed multimedia resources to teach the Amharic language and Ethiopian culture to youth; assessed curriculum effectiveness using technology to gather and apply feedback resulting average exam scores going up by 15% ; organized virtual meetings and events to facilitate community communication.

Skills & Tech Stack

Project Management: Asana, Monday.com, Teamwork, Google Sheets, Google Calendar, Scheduling & Capacity Planning
CRM & CMS: CRM database management, CMS editing (Copyfolio, WordPress-style platforms)
Communication & Design: Slack, Zoom, Google Workspace, Keynote, Numbers, Pages, Adobe Cloud, Canva, CapCut, TikTok/Instagram content creation
AI Tools: Claude (Anthropic), AI-assisted workflows & content automation