

# KARINA RUBIO

## Plant Expo 2023 - Present

Toms River, New Jersey

Social Media Marketing Assistant  
Assisting in developing and executing social media strategic planning to promote the company's brand and services. Managing the company's social media accounts, such as Facebook, Instagram, Tiktok by curating and scheduling posts, and feedback, and monitoring analytics to measure the effectiveness of campaigns.

## Education

**Rutgers University-Camden New Jersey**  
B.A. in Arts with emphasis in Graphic Design

**Camden County College**  
Associate in Applied Science

## Experience

**Freelance Multi-Dealer Salem Spring RV 2024**  
Remote

Social Media Marketing  
Assisting in developing and executing social media videos facebook ads that highlight the company's brand.

**Freelance Butler Rib and Music Fest 2024**  
Remote

Social Media Marketing  
Assisting in developing and executing social media videos facebook ads that highlight the company's brand. Producing engaging content that highlights the company's unique selling points.

**Freelance Bridal Show Spectacular 2024**  
Remote

Social Media Marketing  
Producing the content that clients use to connect with key audiences by marketing that targets social platforms like Facebook and Instagram for brand promotion, target audience growth, driving website traffic, and increasing sales.

## Skills

Microsoft Office  
Content development  
Social media engagement  
Illustrator  
Indesign  
Adobe Suite  
Lightroom  
Photoshop  
After Effects  
Video Editing  
Photography

## Languages

Spanish  
English