

ALEJANDRA MARROQUIN

SOCIAL MEDIA SPECIALIST

CONTACT



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Taurusale



AleMarroquin12

EDUCATION

COLUMBIA COLLEGE CHICAGO

Bachelor of Arts
Social Media & Digital Strategies

GRADUATED MAY 2022

SKILLS

Language Skills:

Fluent in English and Spanish

Software Skills:

G-Suites, Microsoft Office, CreatorIQ,
Sprinklr, and Canva

Social Media:

Instagram, Facebook, Twitter, TikTok,
and YouTube

EXPERIENCE

OPTUM: SOCIAL MEDIA MARKETING SPECIALIST

The BrandLab | **October 2022 - Current**

- Create and administer content on all social media platforms, such as Facebook, Instagram, Linked In, and Twitter
- Build an audience and ensure customer engagement
- Showed skill with reporting and data analysis tools, graphic design, content creation, some search engine optimization (SEO), and social media application tools (Sprinklr, Opal, and others).

BEST BUY: INFLUENCER MARKETING STRATEGIST LAB-FELLOW

The BrandLab | **June 2022-October 2022**

- Responsible for creative brainstorming and developing influencer welcome kits and relationship-building gifts.
- Assist the Marketing Manager with the activation of select brand and vendor influencer campaigns across YouTube, TikTok, and Instagram.
- Work in the CreatorIQ platform; add Best Buy influencer campaigns and track influencer activity.

ARRAY: MARKETING INTERN

ARRAY Filmworks | **February 2022- May 2022**

- Support tracking and activating created content and related marketing collateral and press materials.
- Review upcoming ARRAY releasing titles and provide coverage & insights.
- Help with researching marketing trends and competitive tracking across the industry.
- Assist with marketing strategy brainstorms and critical thinking sessions to generate and execute marketing ideas.

STUDENT WORKER: SEMESTER IN LA SOCIAL MEDIA INTERN

Columbia College Chicago | **January 2022- May 2022**

- Rebrand social media accounts: Twitter, Facebook, & Instagram.
- Conduct research on social media trends and hashtags to increase digital engagement.
- Created a series: *A Day In My Life (Student Edition)*.

WCRX-FM SOCIAL MEDIA INTERN

Columbia College Chicago | **June 2021-December 2021**

- Create informative and entertaining posts for clients' on Instagram pages.
- Conduct research on social media trends and hashtags to increase digital engagement.
- Manage 'From The Inbox' segment which promotes local artists weekly on social media and on the air.

PROGRAMMING INTERN

Columbia College Chicago | **August 2020-May 2021**

- Programmed and organized activities, details, and timelines for Columbia College Chicago; Manifest Student Art Festival (student-run festival).
- Coordinated Student Ambassador Program for Manifest to allow students to promote engagement.
- Created and marketed Columbia College Chicago's first-ever PR Box, customized products made for sharing with Ambassadors to promote Manifest.