**Katarina Rodriguez** (She/They/Ella)

Piscataway, NJ 08854 | katarinarodriguez026@gmail.com | 732-882-4129 | [LinkedIn](http://www.linkedin.com/in/katarina-rodriguez) | [Portfolio](https://www.katarinarodriguezbio.com/)

**PROFILE**

Multi-faceted professional with four years of experience in Strategy, Marketing, Growth, and Communications across Non-Profit, Higher Education, and Entertainment. Holds a BS in Business Administration and is pursuing an MBA. Passionate about strengthening and growing brand awareness through digital storytelling.

**WORK EXPERIENCE**

**Montclair State University** Montclair, NJ

Social Media Specialist & Graduate Assistant June 2024-Present

* Overhauled FCE+Is marketing and branding materials to resonate with the Gen Z audience
* Increased Instagram engagement by 150%, reaching over 2K new followers giving the Center heightened visibility
* Published weekly Entrepreneurship jargon video on Instagram Reels, resulting in a 200% increase in student enrollment at the Center
* Implement a content calendar via Monday.com to maintain a centralized workflow
* Planned & implemented the first-ever student activation

Social Media Assistant August 2023-June 2024

* Piloted first-ever campus content partnership with university Flagship Instagram hangle, @MontclairstateU
* Developed a content strategy based on university communication goals to harvest consistent student outreach
* Presented a revised university brand identity to current marketing executives on campus to grasp new student-centric initiatives
* Formulated a content calendar to schedule media posts efficiently

**The Robert Wood Johnson Foundation** Princeton, NJ

Digital Communications Intern June 2023-August 2023

* Created and implemented a Structural Racism Sprout Social listening query to inform the Foundation’s strategy on how to address the issue
* Curated an Authors Alternatives list for the Foundations Summer Reading Series (Published on LinkedIn)
* Performed research on Dula RWJF Grantees for a black maternal justice campaign (Published on YouTube)

**LEADERSHIP EXPERIENCE**

**Grammy U** New York, NY

Participant June 2023-August 2023

* Provided opportunities for emerging music industry professionals and creatives through events, and networking opportunities.

**Northumbria University** Newcastle, UK

Attendee, Enterprise Weekend April 2023

* An immersive skills workshop focusing on idea generation, brand development, creative marketing, market research, and revenue streams.

**Spotify**  New York, NY

Attendee, Raising the Volume June 2022

* Attended an open discussion surrounding women and non-binary people in business, tech, and audio.

**EDUCATION**

**Montclair State University** Montclair, NJ

Masters of Business Administration- 1 year accelerated program (expected) August 2025

BS in Business Administration with a Concentration in Entrepreneurship May 2024

**GPA:** 3.8 | **Honors:** Magna Cum Laude

**SKILLS**

**Technical:** Canva, Capcut, Figma, Monday.com, Sprout Social, MailChimp, Trello, Monday.com, Google Suite (Gmail, Sheets, Docs, Forms, Drive, etc.), Microsoft Office (Excel [Pivot Tables, VLOOKUP, Marcos, Filters, Condition Formatting], Word, Outlook, Powerpoint)

**Social Media:** Instagram, Threads, YouTube, X, LinkedIn, TikTok

**Languages:** Spanish, American Sign Language

**Certifications:** Google Project Management (2021), Inclusive Digital Imagery (2022), Bloomberg Financial Accounting (2023)