

# ROSE RUBIN

## MARKETING & COMMUNICATIONS SPECIALIST

Fresh graduate with excellent grammar, professional writing skills, and a solid understanding of customer and market dynamics looking for an opportunity to combine knowledge from undergraduate and graduate studies with industry experience to develop and expand skills.

### CONTACT

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🌐 [roserubin.com](http://roserubin.com)

### ABILITIES

Managing social media accounts

Developing and managing marketing campaigns

Conducting market research and analysis

Identifying and developing new business opportunities

Preparing marketing reports

Planning and executing promotional activities

Developing media relations strategies

Planning and executing public relations campaigns

Creating/editing content

Managing budgets

Handling crisis management

### EDUCATION

#### Master of Arts

**Communication Management  
Research & Analytics**

**GPA 3.92**

University of Southern California / 2021-2022

[Annenberg School for Communication and Journalism](#), used evidence-based thinking and research to approach complex communication issues and construct data-driven solutions while developing skills in designing, creating, implementing, and measuring integrated communications plans across traditional and digital media platforms for diverse audiences and multiple stakeholder groups.

- Statistical testing
- Strategic research
- Current CRM and MarTech software

#### Bachelor of Arts

**Advertising  
Public Relations**

**GPA 3.49**

University of Oregon / 2018-2020

Through an innovative, creative strategist model, developed advertising and public relations campaigns, explored objectives and strategies for determining effective methods of reaching designated target audiences, used media measurement and data intelligence tools to communicate with financial departments, and mastered writing for a variety of professional platforms.

## EXPERIENCE

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### **Marketing & Communications Specialist**

**Cinema 7 Inc. / 2007 - 2016**

At Cinema 7 Inc. I used data and analytics to transform social media communications based on improved audience targeting and segmentation, resulting in more compelling content campaigns, a 37% increase in engagement, and a reported 98% stakeholder satisfaction year after year.

Used evidence-based thinking and research to,

- Approach complex communication issues
- Construct data-driven solutions
- Develop digital marketing plans
- Implement social campaigns
- Produce engaging creative content
- Measure integrated comms plans across traditional and digital media platforms for diverse audiences and multiple stakeholder groups

Stayed current on,

- Social media trends
- Social calendars
- Client accounts

Responsibilities included,

- Creating/publishing compelling content for multiple platforms using storytelling and various journalistic styles
- Analyzing KPIs to determine campaign success
- Managing insights including stakeholder feedback
- Managing multiple projects in a fast-paced environment

## CERTIFICATIONS

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Google Ads Display/Search

Agile Foundations

Digital Marketing

Google Analytics

PowerPoint Pro

Excel for Mac