

# Celine C. Kerik

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## SUMMARY

I'm a data-driven communications professional with a proven ability to build brand awareness and drive results. My expertise spans public relations, social media marketing, copywriting, and media event execution. I consistently exceed client objectives through strategic planning and building key media contacts, and I excel at translating complex information into engaging content, making me a valuable asset to any team focused on impactful campaigns.

## EDUCATION

### Michigan State University

*Bachelor of Arts, Honors College, English with Public Relations Minor. GPA: 3.8*

East Lansing, MI

## WORK EXPERIENCE

### The Knockturnal

*Journalist*

New York, NY

October 2023-Present

- Deliver at least two high-quality articles monthly by leveraging industry knowledge, and researching the latest trends so content remains fresh and relevant by weaving these insights into the publication's creative direction.
- Conduct insightful interviews with key players and cultivate strong relationships with investors, other PR professionals, and journalists to secure exclusive access and story ideas.
- Champion meticulous attention to detail, collaborating effectively with editors to polish stories for accuracy and captivating results.

### Self-Employed

*Freelance Digital Marketer*

Franklin Lakes, NJ

January 2023- October 2023

- Developed a Hospitality Group's social media marketing campaign across Instagram and Facebook to optimize content and achieve a 20% increase in client engagement.
- Partnered with investors to research upcoming marketing trends and design new locations, logos, and brand themes for a client's expansion and rebranding.
- Designed, purchased, and manufactured apparel, organize photo shoots, and inform customers of promotions via Instagram and Facebook to increase sales of small business.

### Angel Rivera Bridal Atelier

*Bridal Consultant & Buyer*

*Social Media Manager*

Ridgewood, NJ

August 2022- January 2023

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- Collaborated with two independent designers to strategize seasonal and specialty lines and purchased items aligned with the company's brand.
- Assisted six clients per day, and exceeded monthly sales goals by 10% for three consecutive months.
- Retained a high understanding of popular fashion trends to offer advice, recommend styles, and upsell additional products.
- Trained three associates, ensuring a comprehensive understanding of retail mythology and practice.
- Implemented current sales trends to publish, photograph, write, and edit the content on the company's Facebook and Instagram accounts, increasing engagement by 80%.

### Kolt Communications

*Public Relations Associate*

Okemos, MI

September 2021- May 2022

- Organized logistics of four media events, including seating arrangements, venue decor, PR bags, and program implementation.
- Created and distributed two weekly media advisories and press releases for three influential clients.
- Devised two strategic website and social media campaigns to address clients' specific needs.
- Curated, edited, and published two monthly feature or newsletter stories for distribution to the Lansing community.

### Newsmax Media, Inc.

*Social Media Intern*

New York, NY

September 2020-December 2020

- Applied Adobe Photoshop and Premiere for photo and video editing, to successfully develop and execute social media strategies.
- Achieved a 3000% audience growth on the company's Instagram account by consistently uploading 6-15 posts per week, including an average of three videos per week.
- Utilized Facebook Creator Studio to effectively schedule and publish posts, videos, and IGTVs, ensuring timely delivery of content to target audiences.
- Implemented two-step verification for the company's social media profiles, ensuring the security and integrity of critical assets.

### VIM Magazine

*Copywriter*

East Lansing, MI

September 2019- November 2020

- Crafted six lifestyle articles, including blogs and digital/print publications, relating to college life, fashion, female empowerment, etc.
- Orchestrated four photoshoots by coordinating with local photographers, scouting talent, and styling models.

## SKILLS

**Skills:** Adobe Premiere, Adobe Photoshop, Canva, Adobe Lightroom, Facebook, Instagram, Twitter, YouTube, iMovie, Wix, Etsy

**Languages:** English — *Native Proficiency*, Arabic — *Professional Working Proficiency*, French — *Limited Working Proficiency*