

# Celine C. Kerik

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## SUMMARY

I am a multifaceted communications specialist with expertise in public relations. Throughout my college career, I have worked with numerous influential companies focusing on social media marketing, content creation, and media event staging. I leverage strategic and critical thinking to deliver great success by fulfilling client objectives, while managing a variety of different projects.

## EDUCATION

### Michigan State University

East Lansing, MI

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

## WORK EXPERIENCE

### The Knockturnal

New York, NY

*Writer*

October 2023-Present

- Leverage industry knowledge and research skills to create compelling articles, conduct interviews, and stay updated on the latest trends
- Contribute to the creative direction of the publication, ensuring meticulous attention to detail and consistent adherence to deadlines
- Collaborate with editors, combining skills to polish stories for flawless and captivating results

### Self-Employed

Franklin Lakes, NJ

*Freelance Digital Marketer*

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.
- Partner with investors to research upcoming marketing trends and design new locations, logos, and brand themes for a client's expansion and rebranding.
- Design, purchase, and manufacture apparel, organize photo shoots, and inform customers of promotions via Instagram and Facebook to increase sales of small business

### Angel Rivera Bridal Atelier

Ridgewood, NJ

*Bridal Consultant & Buyer*

August 2022- January 2023

*Social Media Manager*

August 2022- January 2023

- 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

Okemos, MI

*Public Relations Associate*

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.

New York, NY

*Social Media Intern*

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

East Lansing, MI

*Copywriter*

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*, French — *Professional Working Proficiency*, Arabic — *Limited Working Proficiency*