

Grace Katherine Tino

PERSONAL STATEMENT & KEY ACHIEVEMENTS

Passionate. Creative. Ambitious. I am a current Marketing Specialist focusing on digital marketing, social media, and content creation. I am seeking to procure a full-time position within marketing and communications where I can bring my innovative drive to a passionate and collaborative team.

JobsInLogistics: Increased average Instagram likes for FleetJobs.com from 75 to 3,000, boosting the average reach as well from 1,000 to 45,000 profiles, through a new hashtag and posting strategy.

Krupp Group: Completed a deck project that outlined a creative promotional influencer event.

New Brunswick Tomorrow: Increased Facebook, Twitter, and Instagram engagement and traffic (+20% engagement per channel over 3 months, + 12% following per channel over 3 months).

EMPLOYMENT HISTORY

09/2019-Present

Marketing Communications Specialist, JobsInLogistics.com: North Miami Beach, Florida USA

- Coordinate directly with Sales Account Executives in the crafting, coding, and deployment of client job email blasts, ensuring successful job candidate responses and client satisfaction
- Utilize various editing tools such as Photoshop to design advertisement materials on the behalf of clients, including sponsored banners on company homepages and search pages
- Track and report various conversion rates for client marketing campaigns and PPC ads
- Construct original and creative copy for various internal marketing materials including but not limited to: Website Blogs, Media Kits, Email Campaigns, and Social Media Advertisements
- Manage the Twitter, Facebook, and Instagram social media accounts of three separate brands, including developing content for daily posting, engaging with targeted audiences, generating leads, and increasing overall brand exposure through each channel
- Responsible for the monthly newsletter creation (from copywriting, coding, to deployment) for each job board brand, with separately targeted newsletters for both clients and job seekers in the company's databases, totaling 6 newsletters per month
- Prepare for tradeshow exhibitions including promotional material and booth design

06/2019-08/2019

Recruitment Manager, Protis Global: Miami, Florida USA

- Liaise with clients ranging from start-ups to Fortune 500 companies to understand talent needs
- Conduct research for candidates in the talent market that have potential alignment with open roles
- Actively contact candidates through phone, LinkedIn, and email efforts to spark interest in open roles
- Assess candidates personally, professionally, and financially through one-on-one interviews
- Present strong candidates to client hiring managers and mediate the interviewing and hiring process
- Work under tight deadlines to achieve weekly and quarterly sales targets and client satisfaction

01/2019 – 05/2019

Fashion Public Relations & Digital Media Intern, Krupp Group: New York, New York USA

- Monitor digital press (social media) for client mentions and coverage daily and clip press
- Research and source new influencers and content creators to update master influencer contact list and build new relationships for social media influencer marketing programs

- Build detailed reports and compile post insights for paid campaigns for feedback for clients
- Assist onsite for client photoshoots through communicating and negotiating with clients to ensure their satisfaction with generated content
- Package and send products for gifting programs while organizing inventory and tracking supply
- Manage client social media channels to stimulate organic growth and engagement with brands and assist in social media content creation/planning

09/2018 – 12/2018

Social Media Intern, New Brunswick Tomorrow: New Brunswick, New Jersey USA

- Developed social media presence by creating and managing social media content through Hootsuite that promotes the ideals of the “Live Well Vivir Bien” campaign and the download of the campaign phone application
- Increased social media following and engagement through development and analysis of weekly analytical reports and implementation of relevant strategy adjustment
- Acted as a liaison between the organization and campaign partners
- Acted as the face of the campaign by communicating one-on-one with community members to foster trusting and lasting relationships with individuals and cultivate a positive public image

06/2018- 08/2018

Social Media Marketing Intern, Karmalize.Me: Hillside, New Jersey USA (Remote)

- Formulated social media presence from the ground-up through the planning and execution of personalized marketing initiatives across channels with a focus on cost-free organic growth
- Designed company social media channels by publishing relevant recipes and engaging their social media community with creative posts to result in a unique brand aesthetic
- Pioneered and launched a fully functional and engaging Pinterest profile for product marketing through meticulous content curation for a niche market appeal

EDUCATION

Bachelor of Arts (BA) in Communication, Minor in Health & Society

Rutgers University: School of Communication and Information, New Brunswick, NJ USA

Graduation May 2019 Magna Cum Laude, GPA: 3.80

Key Courses: Audience & Market Analysis; Principles of Public Relations; Communication, Technology & Society; Introduction to Media; Interpersonal Communication; Virtual Team Dynamics; Psychology

Beauty Industry Essentials Certification

Fashion Institute of Technology & Yellowbrick

Expected Completion: May 2020

Key Courses: The Business of Fragrance; Beauty Product Knowledge and Development; Designing Beauty- Packaging and Presentation; Beauty Marketing; Beauty Media; Beauty Artistry

PROFESSIONAL SKILLS

Social Media Marketing

Adobe Suite

Microsoft Office Suite

Marketing Analytics

Influencer Marketing

Hootsuite

Mac/PC Software

Trade Show Marketing

Content Writing

HTML Coding

Email Marketing

Copy Creation

