

Kristina Robles

Social Media Specialist | Copywriter | Graphic Designer

SUMMARY

Long Island based digital marketer with over 6 years of social media experience, looking for a place to grow my skills and learn new ones. I love creating and building brands along with the community around a business, making sure to bring a sense of authenticity to all my work.

EDUCATION

NEW YORK INSTITUTE OF TECHNOLOGY

- Bachelor of Fine Arts in Communication Arts
- Focus on Advertising
- Summa Cum Laude

SKILLS

Adobe Photoshop
Adobe Illustrator
Microsoft Outlook
Canva

Photo Editing

Copywriting:

- Social Media
- Websites
- Blogs
- Press Releases

Familiar with SEO, paid, and organic social media, marketing practices.

Social Media Platforms:

Facebook

Twitter

Instagram

LinkedIn

Google My Business

Snapchat

Contact

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EXPERIENCE

SOCIAL POSTING REPRESENTATIVE • ORDEREZE

June 2019 – June 2022

- Created social media content for a portfolio of over 50 restaurants, e.g., writing captions and designing digital flyers.
- Worked one on one with business owners and marketing professionals to meet their social media needs, ensuring content met branding guidelines.
- Collaborated with other departments to coordinate posts and email campaigns.
- Created social media content calendars.
- Used social media management software to schedule posts.
- Stayed on top of social media trends.

CUSTOMER SUCCESS SPECIALIST • ORDEREZE

June 2018 – June 2019

- Maintained websites for restaurants around the United States and Canada, updating information, photos, and menus using content management software.
- Ensured content was ADA compliant.
- Wrote copy for websites when needed.
- Designed and wrote copy for email blasts.
- Drafted responses to restaurant reviews.
- Answered customer support phone calls and guided customers through our products and services.

SOCIAL MEDIA MANAGER • LIAAC

March 2017 – December 2017

- Managed social media accounts (Facebook, Twitter, Instagram, YouTube) and increased post reach by 200%.
- Wrote press releases and monthly blog articles.
- Planned in-agency and external events.

MARKETING SPECIALIST • NYIT CAMPUS DINING

January 2013 - January 2014

- Designed and wrote copy for promotional materials for 5 dining locations plus catering service (flyers, brochures, posters, etc.) and was able to increase OneCard membership by 90%.
- Managed social media and increased Facebook followers by 100%.
- Coordinated between departments and outside vendors.