**RUBEN JACOTIN**

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**PROFESSIONAL SUMMARY**

This journey in my life is a learning process for me as I forced myself to learn commendable skills that will help me pursue my career in Marketing and Finance. With all the experience I have in social media marketing, and Finance, I can help your organization meet their weekly, monthly and yearly expectations. My desire to learn is a big part of me being successful. Within two months into social media marketing, I helped make more than $10,000 for an online business.

**SKILLS**

* Advanced user in Excel
* Managing social media posts and contents
* Experience in advertising
* Very creative
* Eager to learn
* Proficient with Word Document/PowerPoint
* Advanced user in Canva
* Experience with Cloud CampaignCampaign

**EXPERIENCE**

Digital Resource

Social Media Marketing Intern

* Check Social Media account for comments, feedbacks, messages, and engagements under each post.
* Schedule social media content daily through Cloud Campaign.
* Assist with developing and executing social media-based marketing strategies and initiatives.
* Assist and execute social media content and strategies to engage and grow customer outreach and social media revenue across all social media accounts.
* Assist social media team with creating content through Canva and creating captions for all social media accounts.

LoloLuxuries, Online Business

Social media marketing June 2020 - Current lololuxuries

* Spearhead development of transactional website applications with different programming languages.
* Identifies and integrates emerging media and technologies from current online trends.
* Places strategic hyperlinks in collaboration with merchants, bloggers, and online influencers.

Publix, cashier 550 N Pine Island Rd Plantation October 2018 – Current

* Providing excellent customer service in a fast-paced environment, assisting with
* sales in various department areas and engaging customers in sales, returns, and refunds

**EDUCATION**

Bachelor of Business Administration in Marketing

Minor in Finance. Expected May 2022

Florida Atlantic University Boca Raton, FL

GPA: 3.1/4.0

**Leadership Role**

* Currently a Member of the Black Student Union, Paradigm Marketing Team, and lastly March For Our Lives.