

Cris Sosa

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EDUCATION

Rutgers University, **Rutgers Business School** – New Brunswick, NJ Jan. 2022
Bachelor of Science in Business Administration - **Marketing**; concentration in **Entrepreneurship** GPA: 3.47

Middlesex County College – Edison, NJ May 2018
Associate of Arts and Sciences — AAS, **Business** GPA: 3.2

EXPERIENCE

SosaCorp – *Digital Marketing & Social Media Consultant (Freelance)* Jan. 2019 – Present

- Collaborate with entrepreneurs/managers to develop brand identity, determine goals and establish marketing campaign budgets.
- Develop and implement digital marketing strategies & campaigns to meet predetermined target KPIs
- Create & schedule engaging digital content/copy across all social media channels using aggregators like Hootsuite.
- Ideate/Implement traditional, digital, & guerrilla marketing campaigns to maximize engagement on a limited budget.
- Implemented a digital marketing campaign that led to an increase in reoccurring revenue of 37% for a client using both social media channels & email marketing.

T.G. Marketing Consulting Group – *Marketing Consultant (Internship)* Sept. 2021 – Jan. 2022

- Performed thorough market research, company audit, & competitive analysis to understand & effectively communicate the firm's value proposition.
- Formulated digital marketing initiatives to increase visibility, performance & customer loyalty for the firm.
- Created a cohesive branding language including graphics, templates, copy, colors, fonts, etc. for digital channels using graphic design software (GoDaddy Studio).
- Created original on-brand content batches including photos, videos, & graphics for digital channels.

The CEO Within – *New Product Planning Coordinator (Internship)* Jan. 2021 – May 2021

- Prepared business model canvas during the initial stages of the product planning process for a book launch. Identified value proposition, customer segments, partners, resources, & revenue streams.
- Created pre-order pitch for the product & designed potential book covers using graphic design software (Canva).
- Developed cost structure & presented pricing recommendations to the company CEO.

Raritan Bay YMCA – *Department Coordinator* Jan. 2016 - Mar. 2020

- Collaborated with senior management including the Marketing Director to raise awareness for company programs by creating promotional material within specific branding guidelines.
- Coordinated and ran programs increasing enrollment from 15 to 60+ members.
- Managed schedules for 7+ employees within the department. Conducted interviews & hired staff who met company standards.

SKILLS & INTERESTS

Skills: Microsoft Office, Google Suite, GoDaddy Studio, Social Media Management, Email Marketing, Canva, Copywriting, Wix, Shopify

Interests: Social Media & Digital Marketing, Branding, Entrepreneurship, Content Creation, Business, Real Estate, Philanthropy, Business Books, Baseball, Running

Languages: Spanish (Fluent), American Sign Language (Basic)