

RUBEN REBOLLEDO

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Multi-passionate, recent graduate who likes to have conversations in front-end languages and with Adobe software. Aiming to build marketing and advertising experience in every affordable opportunity

EDUCATION

Boston College
Major / Marketing
Minor / Philosophy
GPA / 3.525

Universidad Carlos III
Madrid, Spain
Study Abroad Program

CERTIFICATION

General Assembly
HTML & CSS

CONNECT



PROFESSIONAL EXPERIENCE

Content Marketing Intern, SOBER GRID, INC. Aug. 2015 - Present
Boston, MA

Part of a small, dynamic marketing team that implemented strategies and tactics to grow our mobile app user base beyond 30,000 and build brand awareness in the addiction treatment industry

- Responsible for building and managing a rich content database to maintain high levels of user engagement
- Monitor and track user engagement based on likes, comments and click-throughs
- Design weekly advertisement decks for approval and submission for clients that are mostly treatment centers
- Travel as a brand ambassador to promote and educate audiences at recovery conventions and rallies
- Facilitate iOS beta testing by participating in test cases for each app build

Editorial Intern, iCONCEPT MEDIA May 2015 - Aug. 2015
New York, NY

In a deadline driven environment, learned to work independently and efficiently, executing on written assignments in key areas that included: business, news, politics, fashion, sports, entertainment, and lifestyle.

- Specialized in writing at least 1,000 words per day, discerning communication according to the intended audience
- Researched story leads and fact checked data primarily using secondary sources
- Drafted, proofread and edited over 100 articles based on trending events
- Posted articles on various media platforms using wordpress and promoted the content through social media channels

Tier II Personal Trainer, EQUINOX July 2014 - Feb. 2015
New York, NY

Employed sales and branding strategies to demonstrate the value of personal training, working closely with clients to foster a trust-based relationship. Passed assessments and training benchmarks to receive a promotion to the secondary tier.

- Built a steady 10-person clientele, each with personalized programs aimed to reach their training goals
- Created and advertised in-house campaigns for prospecting and lead generation
- Effectively communicated value proposition to close deals on training packages