

KAREN RAMON

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Website: karenramon.github.io/ramon-site

EXPERIENCE

CONTENT SPECIALIST

TK Interactive | October 2016 - Present

- Responsible for managing all content uploads and updates on the ComcastStore, a site developed by TK Interactive for Comcast's marketing automation team and other agencies.
- Serve as a day-to-day client contact for content submissions, updates and general content inquiries.
- Work alongside with the technical team to make site recommendations and provide feedback on improvements and bugs.
- Work collaboratively with team members and stakeholders to ensure deadlines are met and content is submitted correctly.
- Assist in the execution of monthly content reports delivered to clients.

PUBLIC RELATIONS INTERN

Philadelphia Style Magazine | January 2016 - April 2016

- Pitched and researched trends for print and online content, as well as information that assisted in the advertising aspect of the magazine.
- Conducted research and presented summaries on Philadelphia's luxurious properties and upscale restaurants.
- Wrote 30+ blurbs of upcoming local events that would appeal to readers for online calendar.
- Responsible for fact checking information for print and online pieces before being published.
- Provided administrative support and general office management.

PUBLIC RELATIONS ASSISTANT

Jenna Communications | September 2015 - December 2015

- Assisted the CEO by drafting and distributing press releases, proposals, pitches and e-mail blasts for events and announcements.
- Researched reporters and created media contact lists to pitch and secure coverage for clients.
- Used social media platforms to strengthen clients' announcements.
- Accompanied CEO to local new stations (FOX 29, CBS 3, NBC 10) to promote events. (Hair O'The Dog and Unmasking the Legacy).
- Assisted CEO with pre-event coordination (contacting venues and creating/ distributing invitations), event execution by checking in VIP guests and provided exemplary customer service.
- Created original content for the Jenna Communications newsletter that is sent out to 9,000+ subscribers each month through Mailchimp.
- Managed and created content for Jenna Communications' social media platforms- Facebook, Twitter, Instagram.
- Worked with WordPress to update company website.

EDUCATION

Temple University | Fox School of Business
Bachelor of Business Administration
Major: Marketing
Graduation: 2016

SKILLS

- Fluent in Spanish
- Social Media Outlets
- Proficient in Microsoft Word, PowerPoint and Excel
- TotalSend, MailChimp, Meltwater Press, WordPress
- HTML

AWARDS

Certificate in Digital Advertising
Temple University | Klein College of Media and Communication
Date Issued: May 2017

Courses Included:
Web Design and Development
Digital Analytics and Reporting
Search Engine Optimization
Social Media Marketing