

# Leslee Echivarre

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## WORK EXPERIENCE

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### WSW Enterprises Inc

Sept. 2023 – Present

*Marketing Assistant | South Plainfield, NJ*

- Organized and executed in-house special events, resulting in all events being sold out due to effective marketing and planning strategies
- Ensure exceptional customer service, contribute to social media management, and support team members during busy periods.
- Successfully transformed the company's social media presence, driving a 71% increase in engagement and expanding reach to over 6,500 new accounts within the first 30 days of employment

### National Music Council

May. 2023 – Present

*Digital Media Coordinator | Montclair, NJ (Hybrid)*

- Responsible for producing compelling digital media content that engaged and resonated with the target audience
- Collaborate cross-functionally to design and develop impactful print and digital advertisements, contributing to the successful promotion of the American Eagle Awards program
- Demonstrate strong attention to detail and organizational skills, effectively managing multiple responsibilities including social media management and administrative tasks.

### Hawk Communications

Jan. 2023 – May 2023

*Account Coordinator | Montclair, NJ (Hybrid)*

- Assisted in social media management efforts for agency client, National Music Council, overseeing content creation, audience engagement, and performance tracking across multiple platforms
- Efficiently edit 3+ hours of footage for online symposium, ensuring a professional and polished final product
- Successfully grew client's social media accounts, increasing Instagram followers by 136% and boosting Facebook engagement rate by 488%.

### Neiro AI

Jan. 2023 – May 2023

*TikTok Creative Intern | Remote*

- Generated and imported diverse prompts for AI system
- Created engaging TikTok content using AI-generated videos
- Managed TikTok ad campaigns, collaborating with the director for successful execution of campaigns by providing launch codes and delivering high-quality, audience-resonating content.

### The Inspired Company

January 2022 - July 2022

*Public Relations Intern | Bedminster, NJ*

- Assisted in creating owned media, including blog posts and newsletters, for audience engagement.
- Collaborated with the marketing team to produce high-quality content for Instagram, LinkedIn, and TikTok.
- Created two impactful Instagram Reels videos that boosted engagement, brand awareness, and website traffic while using the company's mascot for visually appealing social media content.

## EDUCATION

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### Montclair State University

May 2023

*Communications and Media Arts | Montclair, NJ*

- Dean's List

## CERTIFICATIONS, SKILLS & INTERESTS

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- **Skills:** Adobe Creative Suites, Canva, Procreate, Wordpress, Capcut, Meta Business Suite, Microsoft Office, Keynote, Wordpress HTML Coding, Google Business, Microsoft Outlook, Slack, Social Media (Instagram, Tiktok, Facebook, Twitter, LinkedIn). content creation, social media analytics, SEO, strategic planning, press release, newsletter, graphic design, event planning, digital marketing, editing, contentstrategy, marketing strategies
- **Interests:** Music; concerts; cats; drawing; journaling; photography; baking; Tiktok; video games; New Girl