

EDUCATION

BBA, Marketing Management
Baruch College of the City of New York

Degree Anticipated: May 2026

WORK EXPERIENCE

Youth Support Specialist, Activities Coordinator
Lok Family

09/2023 - Present Upper East Side, NY

Deliverables

- Assist with educational activities, reenforcing learning and academic progress
- Communicate and coordinate activities, progress, and coaching opportunities
- Use strategic conflict resolution strategies to manage conflict

Marketing Intern
KARJAKA Studios

05/2025 - 08/2025 New York City

KARJAKA is a photography firm aligned with national agency partners representing international luxury brands.

Deliverables

- Assisted in the development and execution of studio-wide marketing plans, including magazine production, visual content strategy, and promotional materials across social media platforms
- Assisted in the production of a commercial shoot, ensuring brand storytelling consistency across social platforms
- Conducted in-depth research on market trends, gallery trends, and buying behavior in the luxury vertical to develop creative partnership strategies
- Maintained relationships with vendors, partners, influencers, and other stakeholders

Campus Ambassador
Bubble

08/2024 - 11/2024 U.S.

Deliverables

- Responsible for social media management, including video/photography content and copywriting

Program Lead
FunFit Kids

09/2022 - 02/2024 Upper West Side, NY

SKILLS

Paid Media

Content Strategy

SEO

SEM

Analytics & Reporting

Brand Positioning

Messaging

Storytelling

Content Creation

Identity Development

Social Media Management

Project Management

R&D

Beauty

Fashion

Luxury Brand Management

AI

Travel

Organizational Management

Communications

Market Analysis

Cross-Functional Teams

Project Management & Coordination

Copywriting

PERSONAL PROJECTS

Branding & Packaging | eCommerce & Shipping

- Part of start-up project extending from pharmaceutical and dermatological product lines to sustainable cleaning products

CERTIFICATES

Digital Marketing: Content Marketing (2025)
SEMRUSH

Digital Marketing: SEO (2025)
SEMRUSH

Digital Marketing: Marketing Analytics (2025)
SEMRUSH

Digital Marketing: Social Media Marketing (2025)
SEMRUSH

Market Concepts (2024)
Bloomberg

LANGUAGES

English
Native or Bilingual Proficiency

Albanian
Native or Bilingual Proficiency