

# LUIS ROSARIO

## CREATIVE

### EXPERIENCE

#### SALES REP

PepsiCo

August 2024- Present

- Provide excellent customer service
- Secure numerous incremental displays to support core & partner brands
- Effectively present sales pitches & materials to new and existing clients

#### COMMUNICATIONS COORDINATOR

PreciTaste

May 2023- August 2024

- Produced storyboards for company videos announcing new services
- Wrote and pitched numerous PR initiatives for company collaborations and product launches
- Managed the redesign of the company's website to increase user friendliness and readability
- Conducted numerous interviews with media outlets

#### PROGRAM COORDINATOR

YALD

June 2021- Present

- Designed a curriculum for the organization's "Football Winter Clinic"
- Monitor progress and adapt the week-to-week program
- Conduct surveys to gauge how participants feel about the training
- Actively engage with every participant to ensure that they're progressing

#### DIGITAL MARKETING & MEDIA MANAGER

Heart of Harlem Veterinary Clinic

June 2020- January 2021

- Partnered with vendors to carry out various sponsored events and contests
- Produced digital communication materials to be shared with clients and staff
- Developed creative ideas and brought them to life through storytelling and presentation
- Formulated and carried out measurable marketing campaigns from start to finish

### CONTACT



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<https://luisrosario.work/>

### SKILLS

Copywriting

Digital Marketing

Brand Management

Digital Content Creation

Editing & Proof Reading

### EDUCATION

D5in10 Academy, Droga5

2024

BA Strategic Communications &  
Digital Media; Minor in Marketing,  
St. Bonaventure University

2018