

Luis Rosario

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Sales Representative, PepsiCo

August 2024-Present

- Built and maintained strong relationships with retail partners by delivering customer support
- Secured numerous incremental displays to drive volume and reach for core & partner brands
- Effectively presented sales pitches & materials to new and existing clients to strengthen market presence

Communications Coordinator, PreciTaste

May 2023-August 2024

- Developed and maintained media reports to track press engagement and campaign performance
- Prepared pitch decks and presentation materials for leadership and stakeholder meetings
- Conducted numerous interviews with media outlets to support company messaging
- Researched potential investors and compiled materials to enable outreach
- Produced storyboards and aided in editing video content

Program Coordinator, YALD

June 2021-Present

- Designed and carried out the curriculum for the organization's "Football Winter Clinic"
- Monitored progress and adapted the week-to-week program to ensure continued development
- Collected and analyzed feedback through surveys to evaluate program effectiveness
- Actively engaged with every participant to ensure program goals were met

Substitute Teacher, Department of Education

September 2020-June 2021

- Adapted teaching methods to fit the individual learning needs of each student
- Collaborated with classroom teachers and staff to deliver engaging lessons & maintain continuity
- Fostered a positive and inclusive classroom environment that encouraged participation
- Monitored students progress and communicated updates with weekly reports to regular teachers

Digital Marketing & Media Manager, Heart of Harlem Veterinary Clinic

June-October 2020

- Partnered with vendors to carry out various sponsored events and contests to increase client engagement
- Produced digital communication materials and content for distribution across online platforms
- Developed creative ideas and brought them to life through storytelling and presentation
- Formulated and carried out measurable marketing campaigns from start to finish

Languages

Spanish (Conversational)

Education

D5in10 Academy, Droga5, NY

Spring 2024

St. Bonaventure University, St. Bonaventure, NY

May 2018

Bachelor of the Arts in Strategic Communications & Digital Media, Minor in Marketing