

Karina Rosas

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EDUCATION

Northwestern University | *School of Communication*

Evanston, IL

Bachelor of the Arts in Communication Studies | Minors: **Psychology** and **Integrated Marketing**

Expected June 2028

Activities: STITCH Fashion Magazine, Form & Function Marketing, UNITY Fashion Show, Alpha Chi Omega Sorority

WORK EXPERIENCE

PriceSmart, Inc.

Miami, FL

Digital Marketing Intern, Latin American Markets

June 2025 – August 2025

- Led 10+ A/B tests across email, WhatsApp, push for 4M+ users across 13 markets, driving a 9% increase CTR. Executed from copy/design to testing/analytics, w/ insights from 50+ brand audits. Built CRM guidelines to standardize workflows and creative
- Built in-house UGC content system for paid ads, replacing agency reliance to reduce costs and speed up production. Launched brand survey model (+120K new users tracked) and shifted CRM to short-form video and casual copy aligned with user behavior

Northwestern SoC Humanity and Technoscience Lab

Evanston, IL

Social Media Coordinator

July 2024 – Present

- Built Instagram ground up and created content infrastructure to translate 10+ research projects under one brand. Edited weekly videos / wrote project summaries / led student interviews. Maintained relevance by tracking pop-culture, politics, and lab priorities

Research Assistant - Luxury Markets

Sep 2024 – Present

- Analyzed shifting value of luxury via 3 brand case studies (e.g., Chanel's scarcity tactics, Jacquemus' paid influencer scaling, Telfar's anti-exclusivity model); tracked 15+ M&As to assess brand consolidation, equity control, and inclusive repositioning
- Investigated dupe markets to assess luxury brand dilution; found 30–50% material overlap w/ mid-tier dupes, avg. 6–10× markup on comparable SKUs; mapped 20+ supply chains to test if legacy production (FR/IT) still yields perceived value advantage

Northwestern University Student Affairs Marketing

Evanston, IL

Digital Content Creator

Sep 2024 – June 2025

- Drove 5-10K views per video and increased followers by 57% (1,711 to 2,666) on Northwestern's Instagram and TikTok by producing 2-3 weekly content pieces that authentically showcased campus life, using Final Cut Pro and professional cameras
- Improved team workflow and campaign execution by creating a spreadsheet to track over 30 content ideas, statuses, deadlines, and collaborations, and enabled the successful execution of 5 long-term projects and collaboration across other content creators

Kitty Charm Shop

Chicago, IL

Marketing Project Manager

Sep 2024 – Mar 2025

- Led a 5-person marketing team to execute 3 photoshoots for the brand's spring collection, handling creative direction and talent booking (photographers, makeup artists, studio spaces), building a content drive of 1,350+ files for marketing and e-commerce
- Strengthened brand presence by organizing a PR pop-up event in NYC and securing a 2.5M-follower influencer partnership, expanding the brand's Reels strategy to drive 1.4M+ views on a single post, 35K+ total Reels views, and 2K+ new followers

Francesca's

Las Vegas, NV

Styling Consultant

Jan 2024 – Sep 2024

- Ranked #1 across franchises in 3 states (CA, NV, CO) with an average of 650 units sold per month and achieving weekly revenue that exceeded \$7,800 by identifying customer needs and delivering tailored product recommendations and bundle promotions
- Boosted sales per customer by providing personalized styling consultations, adding items to fitting rooms based on customer preferences, and creating visual merchandising displays that improved store presentation and customer engagement

Et Alia. Photography & Productions

Las Vegas, NV

Freelance Photographer + Visual Designer

Jun 2023 – Aug 2024

- Generated \$4,000 in revenue by sourcing fashion micro-influencer clients through referrals and networking, delivering 20 personal branding projects, including Instagram feed photoshoots, portraits, event photography, and style lookbooks
- Managed end-to-end production of each photography project, overseeing camera operation, lighting setup, styling, and retouching with Adobe Photoshop and Canva, ensuring the product met client goals discussed in pre-shoot consultations

LEADERSHIP EXPERIENCE

Institute For Student Business Education (ISBE) - Mark

Northwestern University

Vice Director of Development

- Built yearlong development programming for 100+ members on resumes, case studies, portfolios, recruitment, and brand collaborations. Led cold outreach and secured senior speakers from Estée Lauder, FCB, Accenture, and Ogilvy for speaker panel

Project Manager, Marketing Analyst

Oct 2024 – Present

- Managed 8-month campaign team of 5 analysts; led weekly client meetings and ensured alignment on brand/content deliverables

ADDITIONAL INFORMATION

Skills: CRM (email, SMS, push), paid & organic media, influencer/UGC campaigns, content creation, data analytics, graphic design

Programs: Klaviyo, One Signal, Botmaker, SEMrush, Segment, Google Ads, Hootsuite, Final Cut Pro, Figma, Adobe, Office360

Languages: English, Spanish

Interests: Pilates & SoulCycle, history documentaries, Jane Austen books, Duolingo, EDM music, matcha lattes, travel, NYFW