

AKEEM CABALLERO

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Objective: I'm a self proclaimed "digital communications ninja" seeking an opportunity to utilize my 3+ years of marketing and communications experience in a challenging, inspiring and fun work environment .

Education

CUNY, Baruch College Weissman School of Art and Sciences, New York, NY **May 2013**
Masters of Arts in Corporate Communications / Concentration in Digital Communications
Coursework: Communication & Information Technology, Corporate Media Relations, Reputation Management

Alfred University, College of Business, AACSB Accredited, Alfred, NY **May 2011**
Bachelor of Science, Major: Marketing, Minor: Communication Studies

Work Experience

SHIFT Communications, New York, NY **Sept. 2013 - May 2014**

Account Coordinator

Clients: H&R Block, E.B. Sport Group, Lionel Racing, and mSpy.

Coordinated the foundation materials for client programs such as weekly action documents, monthly analytic measurement reports, drafting pitches and more. In addition, also executed media relations efforts such as securing brand influencers, building media lists, planning speaking and award submissions, Internet research, copy editing, crafting materials, and more. Other tasks included coordinating event logistics, conducting pitch calls, developing press databases and scheduling mailings.

Mojiva Inc., New York, NY

Digital Marketing Coordinator

Jul 2011 - Mar 2013

Coordinated tactical and strategic marketing communication initiatives to B2B clients including, Pepsico, MSNBC, CBS Interactive, Hewlett Packard and Microsoft for Mojiva's mobile ad network and platform. Utilized various marketing communication channels, including infographics, research magazines, webinars and blogs to establish and grow their online brand and presence. Built Mojiva's social presence via content curation and creation. Project managed domestic and international conferences, booked venues, organized attendee lists, organized event collateral, formatted and copy edited company presentations and trade materials.

Email Marketing: increased weekly avg. click-through rates (CTR) by nearly 16% over a 3month period.

Social Media: generated nearly 20% of monthly inbound leads via content shared on Facebook, Twitter, LinkedIn and Youtube.

Relevant Work Experience

Alfred University (AU), Alfred, NY **Aug 2010 - Jan 2011**

Public Relations Associate

Citigroup, Investment Banking, New York, NY

Mergers & Acquisitions Intern

Jun 2006 - Sep 2006

Skills

- Google Analytics
- MS Office
- Adobe Creative Suite
- CisionPoint/Gorkana
- Sysomos /Soc Metrics
- Drupal
- comScore
- Salesforce
- Loopfuse
- Hootsuite
- FileZilla
- Raven

References

Contact information for references are available upon request.