

KARLO STA. CRUZ

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PERSONAL STATEMENT

Hello, I'm Karlo! I'm a journalist and content creator with a love for all things food: experimenting with new recipes, exploring underrated restaurants, posting stunning oat milk latte art – you name it. My innate passion for cooking, eating, and then writing has led me to pursue a career in food media. I aspire to execute digital storytelling with engaging short-format content, uplifting various often unheard voices. I have developed skills in social media strategy, editorial and visual storytelling, SEO, and performance report analytics. I currently monitor The Spruce Eats' [Facebook](#) and [Pinterest](#) and contribute to Serious Eats' TikTok.

EDUCATION

RUTGERS – THE STATE UNIVERSITY OF NEW JERSEY **NEW BRUNSWICK, NJ**
SCHOOL OF COMMUNICATION & INFORMATION, SCHOOL OF ARTS & SCIENCES
Bachelor of Arts in Journalism & Media Studies
Bachelor of Arts in Spanish Literature *Sept. 2018 – Dec. 2021*
Relevant Coursework: Digital News Writing and Reporting, International Media, Gastronomy of the Spanish-Speaking World

PROFESSIONAL EXPERIENCE

DOTDASH MEREDITH **NEW YORK, NY**
Assistant Social Editor at The Spruce Eats, Social Media Intern *Jun. 2021 – Aug. 2021, Sept. 2021 – Present*

- Increase Q4 Facebook and Pinterest generated site sessions by 65.6% and 49.1% respectively
- Bolster Q4 Facebook platform engagement by 339.7% with intentional and strategic content promotion
- Increase overall Facebook following by 6.63% with an engaged Generation Z demographic increase by 12.8%
- Conduct short-format content competitive analysis and grow Serious Eats' following by 319%
- Strategize and execute regular campaigns around editorial tentpoles
- Monitor performance with Google Analytics, Sprout, and Looker

VUE NJ MAGAZINE **RED BANK, NJ**
Food Editorial & Marketing Intern *Sept. 2020 – Jun. 2021*

- Increased advertising contact list by 7 clients by creating standardized email copy templates
- Researched, interviewed, and constructed 7 1250-word editorial articles across 5 print issues
- Orchestrated graphic designer, photographer, and editorial bimonthly workflow

RUTGERS UNIVERSITY DANCE MARATHON **NEW BRUNSWICK, NJ**
Assistant Director of Marketing, Dancer Relations Captain *Sept. 2019 – Apr. 2020, May 2020 – May 2021*

- Spearheaded 9 remote marketing campaigns over Instagram and Facebook for a virtual philanthropic event
- Coordinated organization marketing efforts to fundraise a collective \$27.6k for Embrace Kids Foundation
- Promoted campaign Instagram Reels to increase engagement by 12% overall remotely

OVER EASY KITCHEN **HOLMDEL, NJ**
Senior Brunch Server *Aug. 2018 – Feb. 2021*

- Coordinated brunch food knowledge with executive chef in the direct operation of sales
- Established official espresso barista program and trained more than 5 members

LEADERSHIP EXPERIENCE

ALPHA PHI OMEGA, DELTA RHO CHAPTER **NEW BRUNSWICK, NJ**
Fellowship Vice President, Membership Vice President *May 2019 – Sept. 2020*

- Initiated 12 new member events for national service organization to develop chapter commitment to community service
- Directed chapter philanthropic charity banquet and facilitated the fundraising of \$1,039.62 for Embrace Kids Foundation

SKILLS AND INTERESTS

LANGUAGES: English, Spanish, French (semi-fluent), & Tagalog (several words and phrases)

TECHNICAL SKILLS: Excel, PowerPoint, Photoshop, Google Analytics, Facebook Analytics, Greenhouse CMS, Sprout, Tailwind

INTERESTS: French Viennoiserie, Running, Learning New Languages, Fashion, Travel, Photography, Playing Guitar, Hiking