

# Rubi Jara

UT, USA

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Strategic communications professional with experience in content creation, media relations, and digital marketing. Skilled in managing brand messaging, stakeholder engagement, and public relations campaigns. Passionate about leveraging storytelling and data-driven strategies to enhance brand visibility

## EDUCATION

### Utah Valley University

2023 - 2025

*Bachelor of Science, Public Relations & Strategic Communications*

*Orem, UT*

### Ensign College

2019-2021

*Associate of Science, Social Media Marketing and Digital Marketing*

*Salt Lake City, UT*

Developed skills in digital marketing, social media strategies, and data-driven marketing.

## EXPERIENCE

### CUMORAH ACADEMY

January 2025– April 2025

*Public Relations & Content Intern*

*Prague - Czech Republic*

- Grew Cumorah Academy's Instagram following by +8.4%, reaching 4,877 total followers organically.
- Produced high-performing content, generating over 409,000 views and reaching 49,177 accounts without paid ads.
- Increased engagement by 8,055 interactions, with 92% coming from followers, showcasing strong community connection.
- Created a top-viewed reel with 36,993 views and 300 likes, enhancing brand visibility and student engagement.

### UTAH VALLEY UNIVERSITY

September 2024 – December 2024

*Instructional Assistant for Steven Farrar*

*Orem, Utah*

- Managed and updated student data in the Learning Management System, grading weekly assignments with strict adherence to rubrics.
- Oversaw academic progress for 43 students, tracking missing work and recording grades to ensure timely, constructive feedback.
- Enhanced student engagement by applying strategic discussion methods, leading to improved class participation and comprehension.
- Supported course delivery in Communication Studies by streamlining administrative tasks and reinforcing student success initiatives.

### SYNERGY SCIENCE

September 2021- December 2021

*Internship Social Media Specialist*

*Pleasant Grove, Utah*

- Edited and optimized 16+ e-commerce product photos weekly using Adobe Photoshop for use on the company website and across social media campaigns.
- Collaborated with the in-house photographer to plan and direct product shoots, selecting ideal locations and angles to support brand visuals.
- Designed and produced creative assets for the Christmas advertising campaign, contributing to seasonal promotions and brand engagement.
- Managed and organized 50+ product images using Adobe Lightroom, ensuring efficient data entry and digital asset consistency.

## ADDITIONAL INFORMATION

- **Languages:** Native Spanish, fluent in English and Catalan.
- **Skills:** Media Relations & Press Releases, Strategic Communications, Social Media & Digital Marketing, Crisis Communication, SEO & Content Optimization & Public Speaking
- **Certifications & Memberships:** Microsoft Excel (2023); Member of PRSSA UVU; Certified by The National Society of Leadership and Success.
- **Side jobs:** NuSKIN content Creation team member, volunteer as a Social Media Manager for Opal Hope Healing