

# CHRISTINA VARGHESE

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## HIGHLIGHTS OF EXPERTISE

- High-energy, confident professional with a passionate enthusiasm for technology and social media
- Experienced team-leader with a management style that motivates staff productivity
- Highly organized and efficient in fast-paced multitasking environments; able to prioritize effectively to accomplish objectives with creativity, enthusiasm and humor
- Exemplary problem-solving skills; able to identify problems and implement corrective processes
- Excellent computer skills in Microsoft Office Suite 2010, Internet Explorer, social media forums and network marketing
- Spoken languages includes English and Malayalam
- Social Media Specialist: Facebook, Twitter and Instagram

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## CAREER SUMMARY

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### Public Relations Senator, Student Government Association

November 2013 - Present

N.Y.I.T. (New York, NY)

- Approve the allocation of funds by the budget committee
- Act as the voice for the resources required from the PR club to allow transparency throughout other organizations and the Student Government Association
- Prepare press releases, fact sheets, and compose letters using computer software
- Develop special projects such as campaign fundraisers or public awareness about political issues

### Summer Housing Assistant

May 2014 – August 2014

N.Y.I.T. Loeb Hall (New York, NY)

- Performed general duties include typing, copying, faxing, and responding to telephone and e-mail inquiries
- Performed data entry tasks and update student housing records
- Planned and implemented staff activities to help motivate and promote staff togetherness
- Helped promote new and exciting activities within the housing complex
- Accepted and processed resident dispute resolutions

### Social Media Officer, Al Ghalia Holdings

November 2011 - 2013

Bahrain

- Awarded Best Community Manager for 2013 by The Social Media Club, Bahrain
- Managed social media adhering to key content strategies, communication plans, and responded to issues and questions
- Developed and managed monthly editorial marketing calendar plans for Social Media
- Monitored, tracked and participated in online conversations to build brand visibility
- Assisted with the development and expansion of the company's blogger network, helped develop blogger relationships and content promotions through social channels
- Coordinated with brand and marketing management heads to ensure consistency in voice and messaging services
- Monitored and analyzed trends in social media
- Created Corporate Social Responsibility awareness through the company's social media sites
- Prepared local purchase orders, attendance sheets and minutes

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## EVENT MANAGEMENT

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Advertising Week, New York

September 2014

Brazilian Blowout Workshops, Bahrain

June 2011 -2012

Amwaj Blossom Recyclable Fashion Show, Bahrain

April 2011

Reservation bookings for VIP customers at The Fashion TV Party, Bahrain

November 2010

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## EDUCATION

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New York Institute of Technology, New York, NY

May 2015

Bachelor of Science in Business administration, Marketing concentration