

Sergeline Bobo

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An energizing, innovative, and interesting professional with a diverse set of skills. And expertise in marketing, advertising, and public relations. I excel in planning and implementing social media strategies that necessitate meticulous attention to detail. I've worked with platforms including Instagram, Facebook, and Twitter to increase online client interaction. On a personal level, I am a frequent user of social media who is eager to grow and learn in a stimulating work environment. And I am a self-starter that can assist companies to achieve their objectives.

EDUCATION

Bachelor of Sciences in Public Relations, Advertising, and Applied Communication **May 2020**
Florida International University, Miami, FL

Art Direction **April 2022**
Miami Ad School, Miami, FL

WORK EXPERIENCE

Social Media Intern, Christina Lory Hair Collection **May 2019 - June 2021**
Palm Beach, FL

- Managed the company's various social media accounts and engaged with 50+ clients daily
- Developed a large social media following across a range of campaigns
- Increased clientele and online orders through the use of tactical offers and promotion of feminine beauty products
- Advised colleagues on relevant online topics, website traffic numbers and potential social media storylines.

Administrative Assistant, Homecare Bosses United **January 2019 – February 2022**
Pompano Beach, FL

- Identified opportunities to boost sales of homecare agency information sessions and proper licensure in Florida daily
- Utilized various social media platforms to engage healthcare professionals online and promote the services of the company
- Maintained and updated the company's user database
- Collaborated and participated in the facilitation of seminars and ensured customers were well coached

Online Presence Manager, Alder Social **August 2018 – December 2018**
Pompano Beach, FL

- Created competitive online presences for numerous businesses across the United States
- Curated meaningful written and visual content targeted towards potential customers through social media: Yelp, Google Reviews, Instagram and Facebook
- Monitored and responded to customer reviews online within twenty-four hours
- Collaborated with colleagues and supervisors on best strategies for the growth of the various businesses

SKILLS

Technical: Microsoft Office Suite: Word, PowerPoint, and Excel

Languages:

English (Native – Fluent Proficiency- Verbal and Written)

Haitian Creole (Intermediate - Fluent Proficiency – Verbal and Written)