

Rochelle Estrada

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EDUCATION

William Paterson University, Wayne, NJ May 2024
College of Arts, Humanities, and Social Sciences
Bachelor of Arts in Communication
Minor: Public Relations

William Paterson University, Wayne NJ May 2025
College of Arts, Humanities, and Social Sciences
Master's in Integrated Marketing Communications
GPA: 3.9
William Paterson University Maltese Awards for Outstanding Journalism Leadership, Outstanding Journalism Research, and Outstanding E-Newsletter

RELEVANT PROJECTS

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- The Church Lives in You Social Media Campaign** Summer, 2024
- Created a comprehensive social media marketing campaign for Christ Church USA to increase consumer impressions and engagement for invitation reels and increase the number of people attending in-person services on Sundays.
- Integrated Marketing Communications** Spring, 2024
- Created a comprehensive social media marketing plan for William Paterson's Society of Professional Journalists to improve audience engagement for their podcast series.
- Public Relations Workshop** Fall, 2023
- Created a public relations marketing campaign to increase consumer engagement for the Showboat Resort in Atlantic City, New Jersey by marketing the resort as an affordable family-friendly destination.

EXPERIENCE

William Paterson University, Wayne, NJ September 2024- Present
Communications Department Graduate Assistant

- Supports the production, reporting, editing, and layout of marketing and journalism publications.
- Oversees and manages the department's social media accounts.
- Assists professors with research and instructional curriculum involvement projects.
- Assists faculty and staff with creating departmental publications, web pages, and social media sites.

Christ Church USA, Rockaway, NJ May 2024- August 2024
Social Media Intern

- Generated a social media marketing campaign to increase service attendance on Sundays.
- Scheduled and wrote captions for social media posts through Sprout Social.
- Generated videos and photographs during live events and edited content through CapCut.
- Generated monthly social media analytical reports for the church's Facebook, Instagram, and TikTok pages.

Thesocialtalks, December 2022 – February 2023
Journalism Intern

- Authored 2-3 weekly articles on national news and trending topics for the digital news platform.
- Published 16 articles on world, health, opinion, sports, technology, and entertainment news.
- Analyzed audience engagement on social media and researched current events to write news stories.
- Collaborated with international journalism interns on proofreading articles resulting in ten stories a week.

William Paterson University's Society of Professional Journalists, Wayne, NJ August 2022- May 2024
President

- Founded the first college journalism podcast for SPJ in the nation.
- Participated in media interviews with professional reporters and students to represent the chapter.
- Managed event planning for professional development and newsroom tours.
- Recruited students by organizing campus activities, resulting in a 10% membership growth by the end of the year.

SKILLS

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- Social Media: Instagram, Facebook, X, TikTok, Sprout Social
 - Audio Editing: Adobe Audition, Audacity
 - Video Editing: iMovie, Final Cut Pro, Adobe Premiere Pro, CapCut