

# Rochelle Estrada

Paterson, New Jersey | [RochelleEstrada04@gmail.com](mailto:RochelleEstrada04@gmail.com) | (973)-653-0756 |  
[www.linkedin.com/in/rochelleestrada/](http://www.linkedin.com/in/rochelleestrada/)

## 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

### 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.

## EXPERIENCE

### Christ Church USA, Rockaway, NJ

November 2025- Present

*Social Media Coordinator*

- Produces and edits posts, stories, and videos on Christ Church's Instagram, Facebook, and Tik Tok page.
- Manages the social media profiles of the CARE Center of New Jersey and IMPACT Ministry Training Center.
- Designs and manages social media campaigns to foster partnerships, track engagement growth, and create budgets for paid promotions.
- Creates monthly and quarterly analytic reports with actionable insights, KPI's, ROI's, and brand strategies.

### William Paterson University, Wayne, NJ

September 2024- May 2025

*Communications Department Graduate Assistant*

- Supported the production, reporting, editing, and layout of marketing and journalism publications.
- Oversaw and managed the department's social media accounts.
- Assisted professors with research and instructional curriculum involvement projects.
- Assisted 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.

## SKILLS

- Social Media: Instagram, Facebook, X, TikTok, Threads, Sprout Social
- Audio Editing: Adobe Audition, Audacity
- Video Editing: iMovie, Final Cut Pro, Adobe Premiere Pro, CapCut
- Microsoft: Microsoft Word, Microsoft Outlook, Microsoft PowerPoint, Microsoft Teams