

# KLARIZA CRUZ



## WORK EXPERIENCE

### Digital Marketing Coordinator

KENT INSTITUTE AUSTRALIA | FEB. 2020 - PRESENT

Responsible for scheduling, creating, and distributing written content, video, and images that increase brand awareness across platforms. Responsible for the organisation's online marketing campaigns and overseeing all lead nurturing activities. Key liaison between all offshore and onshore locations and operations.

- Successfully developed and launched social media campaigns for Kent's Masterclass, which generated more than 250,000 engagement and more than 1000 leads.
- Assisted IT Team with the effective implementation of online learning by creating informative graphical content for current students and leading a digital marketing campaign for a new remote teaching platform.
- Working closely with the CEO to analyse trends on social media and google analytics to develop new marketing strategies and content creation.
- Kent liaison officer for Victoria Tertiary Admissions Center (VTAC) and Universities Admissions Centre (UAC) to manage Kent accounts and provide content for publishing.

### Marketing Officer

KENT INSTITUTE AUSTRALIA | JUL. 2018 - FEB. 2020

Creating and generating engaging marketing collateral to distribute to prospective students and stakeholders using various marketing platforms.

- Increased social media engagement by creating and producing engaging contents for Facebook, Youtube, LinkedIn, Instagram and Twitter.
- Provided support in developing content calendar, targeted e-marketing and communication campaigns which increased the brand visibility.
- Collaborate with the stakeholders to create and publish 2020-2021 Course Guide.

### Photographer / Videographer

FREELANCER | JUN. 2016 - JUL. 2018

Provided professional photos and videos including events and portrait photography.

- Deliver high-quality photography service for Hurstville Adventist Church: Christmas at the Park event with approx. 100 guests.
- Lead photographer for educational institutions. Kent Institute Australia Graduation in 2017 and 2018, Melbourne Institute of Technology Open Day 2018, and IMPACT Day.
- Created highlight videos for MIT IMPACT Day and Open Day, Kent Institute Graduation 2017 as well as birthdays and weddings.

## EDUCATION

Bachelor of Business (Information Systems) | Kent Institute Australia

## CONTACT INFORMATION

Mobile: 0414 451 717

Email: hi@klarizacruz.com

LinkedIn: /klarizacruz

Instagram: @klarizee

Website: cv.klarizacruz.com

## SKILLS

- Facebook, Instagram, LinkedIn, Twitter, Tiktok, Youtube
- Google Analytics
- Adobe Suite
- Paid Social Media Advertising
- Photography/ Videography
- Final Cut Pro
- HTML & CSS
- SEO, Keyword Search
- Ad Optimisation
- Email Marketing (Full Fabric)
- Graphics Design

## AWARDS

- Leadership, Experience and Development Award
- DEAN'S LIST

## VOLUNTEERING

RUN2CURE

Neuroblastoma Australia 2019

## INTEREST/HOBBIES

Coffee, Landscape Photography, Hiking, Travelling, Puzzles, Custom Mechanical Keyboard

