

GRALDIA CAINE

JOURNALISM & PUBLIC RELATIONS



(216) 507 - 3293



Cleveland, OH



gcaine.network@gmail.com



graldiacaine.com

EDUCATION

Cleveland Early College High School

2016 - 2020

High School Diploma

Cleveland State University

2020 - 2025

B.A. in Journalism & Promotional Communication

Minor: Digital Content Production

CERTIFICATIONS

Hootsuite Academy

Hootsuite Platform Certification

Issued on January 26, 2025

Social Media Marketing Certification

Issued on February 9, 2025

HubSpot Academy

Social Media Marketing I

Issued on November 30, 2024

Social Media Marketing II

Issued on December 1, 2024

SKILLS

Digital Tools & Platforms

- Google Suite
- Adobe Creative Cloud
- Microsoft Office
- Social Media
- Web Platforms
- Canva
- CapCut
- HTML Coding

Content Production & Creation

- Storytelling
- Promotion
- Editing (Video & Audio)
- Social Media Strategy
- Outreach

Professional Attributes

- Communication
- Collaboration
- Hospitality
- Interpersonal Skills

PROFILE

Recent Journalism & Promotional Communication graduate with a minor in Digital Content Production. Experience includes public relations, social media strategy, content creation, customer engagement through academic projects, an internship and professional roles. Certified in HubSpot and Hootsuite, with proficiency in Adobe Creative Cloud. Passionate about storytelling and delivering clear messages to support organizational goals while committed to learning new strategies to build stronger brand and community relationships.

EXPERIENCE

ILTHY

Mar 2025 - May 2025

Public Relations Intern

- Partnered with content creators and influencers to promote new product launches and brand campaigns.
- Developed blog posts and creative content ideas to boost brand storytelling and online engagement.
- Contributed to branding strategies and product direction, supporting the team's creative marketing efforts.

Student Belonging & Success - CSU

Sept 2024 - May 2025

Student Front Desk Representative

- Served as the first point of contact for students, faculty, and visitors, ensuring a welcoming and professional environment.
- Directed guests to appropriate departments and delivered responsive phone/in-person support.
- Strengthened communication flow within the division, contributing to an efficient student services experience.

WE ARE ROOTOLOGY

Jan 2024 - Mar 2024

Social Media Marketing Consultant

- Conducted S.W.O.T. analysis and implemented social media strategies to boost brand awareness and engagement.
- Managed the brand's Instagram account, including content planning and scheduling.
- Responded to customer testimonials and inquiries to enhance community engagement.
- Monitored competitor trends to inform and adapt content and strategy.

Rocket Arena

Aug 2022 - Feb 2023

Team Shop Associate

- Delivered engaging customer service at the Cleveland Cavaliers' team shop and merchandise booth during games and events.
- Assisted customers in selecting merchandise and provided personalized recommendations.
- Promoted top-selling and popular apparel to support sales and customer satisfaction.