

# GRALDIA CAINE

PUBLIC RELATIONS



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Cleveland, OH



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graldiacaine.com

## EDUCATION

### **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.