

ROXLIND JAMES

Public Relations + Marketing Specialist

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NEW YORK

ROMADOJA.COM

Writing has allowed me to peek into various industries and international spaces to share engaging stories. As a digital marketing and public relations enthusiast, I've successfully led campaigns that bring clients to their desired audience while providing insight on how to grow forward. Whether I'm strategizing as a freelance consultant or collaborating in-house with a team, my motto is...

Let your smart work speak for itself

PUBLIC RELATIONS + DIGITAL MARKETING WINS

- ★ **Touchdown PR:** Delivered press releases and ghostwritten blogs while handling ongoing media relations for the [agency's clients](#) - a policy-based access control provider, SaaS-based global employment platform, and invoice processing & AP automation software company
- ★ **43,000 Feet:** Interviewed six Tuft's University Master of Public Health alumni and developed website content for the client's [PH Student Stories](#) series - Harsha Amaravadi, Rima Desai, Gillian Javetski, Rahul Kulkarni, Vishakha Ramakrishnan, and Jared Shinabery
- ★ **SMJ Communications:** Launched an Instagram account and created social media graphics and posts that [highlighted the value of strategic communications](#) as one of the agency's services
- ★ **Fessenden Middle School:** Crafted Instagram campaigns around [school activities](#) and developed a LIVE series for school leadership and faculty to better connect with students online during the COVID-19 quarantine

TOOLS

Creative Design: Adobe, Canva

Media Relations: Cision, Meltwater

Website Management: GoDaddy, Squarespace, Wix, WordPress

Digital Media Management: Facebook, Instagram, LinkedIn, TikTok, Twitter, YouTube, Hootsuite, MailChimp, Flodesk, Google Analytics

COMMUNICATIONS EXPERIENCE

Cision - Brooklyn, NY

Media Analyst

2022 - Present

- Construct daily automotive industry news briefing reports to executive-level leadership clients at Hagerty Insurance, IDEX Corp., Magna International, and Ford
- Publish news briefings on time, maintaining the 95% on-time publishing rate
- Track industry trends and share insights based on client requests utilizing analysis and editing tools like Blackwing

ROMADOJA - Brooklyn, NY

Strategic Communications Consultant

2019 - Present

- Providing digital marketing, public relations, and strategic communications to local and international enterprises
- Services: media relations, creative content strategy, social media marketing, brand development, event planning
- Industries: art/music entertainment, education, financial, legal services, non-profit, real estate, technology

Goulston & Storrs Law Firm - Boston, MA

Digital Marketing Coordinator

2018 - 2019

- Oversaw client relationship management, content management, and email marketing systems
- Coordinated content marketing strategies for the firm's website and blogs, social media platforms, and newsletters
- Delivered data reports for the firm's website, promotional campaigns, event ROI, advertising, and marketing initiatives
- Held executive training sessions for attorneys on best practices for client engagement on LinkedIn

EDUCATION

St. John's University - Rome, Italy

St. John's University - New York City, NY

Master of Arts: Government and Politics

Bachelor of Science: Public Relations