

# ADELINE DIN

MARKETING STRATEGIST

Harvey, LA

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Louisiana State University | Marketing, BS

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## WORK EXPERIENCE

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- Afroluxe Organics, LLC  
January 2022 - Present

**Founder and Managing Director**

  - Spearhead the creation and development of haircare products
  - Efficiently plan, organize, and control daily business operations
  - Execute strategic and creative marketing initiatives to enhance brand visibility
- Freelance  
January 2021 - Present

**Social Media Content Creator**

  - Craft and curate engaging content that resonates with target audiences
  - Develop and execute comprehensive promotional plans for brand products and services
  - Successfully negotiate with brands to drive mutually beneficial collaborations
- Ecole Bilingue de la Nouvelle Orléans  
June 2023 - August 2023

**Marketing and Communications Intern**

  - Contributed to planning the communication schedule for the school year
  - Created and posted compelling social media content, aligning with the brand voice and engaging the target audience.
  - Assisted in managing the advertising budget
- Louisiana State University  
August 2022 - May 2023

**Multicultural Affairs Social Media Strategist**

  - Developed and initiated effective marketing strategies for The Office of Multicultural Affairs
  - Planned and created diverse content to promote multicultural initiatives
- Louisiana State University  
August 2021 - August 2023

**Social Media Lead Manager of The Kollektive**

  - Orchestrated content creation for The Kollektive's social media platforms
  - Demonstrated a proactive approach in planning and creating content to enhance brand presence and engagement.
- Louisiana State University  
October 2021 - May 2022

**Social Media Specialist**

  - Planned and created engaging content for University Recreation's social media platforms, aligning with the brand's voice and marketing objectives.
  - Collaborated in a team setting on various projects

## SKILLS/CERTIFICATIONS

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- **French**  
Fluent
- **Social Media Platforms**  
Extensive
- **Microsoft Office**  
Extensive
- **Google Workspace**  
Extensive
- **Canva**  
Extensive
- **Hubspot Academy**  
Social Media Marketing