

Haley Karinja

Digital Marketing, Social Media, Content Creation

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View Portfolio [Here](#)

 [@HaleyKarinja](#)

Work Experience

MADISON SQUARE GARDEN - Digital Content Student Associate

Oct. 2023 - Apr. 2025

- Collaborated with the Rockettes' social media team to brainstorm, create, edit, and post content across Instagram, Facebook, TikTok, Threads, and X, aligning with brand values of dance precision, women empowerment, and sisterhood, while engaging an audience of 5M+
- Contributed to the execution of 10+ high-profile celebrity collaborations—including the Backstreet Boys, Jordan Chiles, Jennifer Garner, and Meghan Trainor—to expand reach across new audiences
- Sourced and collaborated with influencers for Christmas season events, providing content ideas, filming behind-the-scenes footage, managing creator relationships, and tracking post-event engagement
- Curated weekly updates on pop culture, dance media, and social trends to identify opportunities for the Rockettes to participate in relevant conversations and boost brand visibility
- Analyzed engagement across platforms using Sprout Social and Tableau to make data-informed content strategy recommendations
- Provided weekly updates to the broader team on platform changes and new features to stay ahead in a fast-paced digital landscape
- Led idea development, posting, and engagement for @RadioCityMusicHall during the Christmas season takeover, ensuring alignment with both the Rockettes' and Radio City's social voice
- Monitored comments, engaged with fans, and reported spam to foster a positive and interactive community on Rockettes' social channels
- Tracked and repurposed user-generated content from Rockettes dancers by monitoring personal accounts, securing assets through talent management, and integrating content into official brand strategy

@HALEYKARINJA - Content Creator (TikTok/Instagram/Pinterest)

Jan. 2022 - Jan. 2025

- Created original photo and video content across Instagram, TikTok, and Pinterest, showcasing the NYC college lifestyle through engaging short-form video, focusing on authentic storytelling and lifestyle-driven content
- Built and engaged a community of 5K+ followers and 1M+ views across platforms
- Collaborated with brands including Amazon Home, Samsung, Celsius, Thayers, Prada, SoulCycle, Rare Beauty, Glosslab, Sol de Janeiro, Fordham University, CeraVe, Parade, Dormify, Birch Coffee, Apartment Therapy, Dove, Origins, Grubhub, and more to produce UGC-style promotional content

APARTMENT THERAPY - Student Contributing Editor

Apr. 2023 - Jan. 2024

- Spearheaded the creation of the video that successfully launched Dorm Therapy, a subsidiary of Apartment Therapy, generating 180,000 views and 4,000 engagements across Instagram and TikTok
- Developed content focused on dorm life, organization tips, and decor, resonating with the student demographic
- Wrote 7 online blog posts to help students build confidence and navigate college life in their first-year experiences

Ultraviolet Agency - Digital Marketing & Social Media Intern.

Apr. 2022 - Dec. 2022

- Led social strategy and content creation for a New Jersey based food and beverage client, developing and posting Reels, Stories, and static posts across Instagram, Facebook, TikTok, X, and Pinterest
- Collaborated with team on large-scale content shoots while independently leading smaller-scale productions, contributing to creative direction, on-site execution, and post-editing
- Built and managed editorial calendars, aligning content with client goals, seasonal moments, and platform trends
- Presented social performance updates and creative strategy directly to the client in weekly meetings, serving as a key point of contact for all social deliverables
- Produced content for the agency's own social media channels, highlighting client work and company culture
- Created a TikTok best practices training video and led a final-day presentation to educate the team on editing and platform insights

Skills

Software & Tools:

Meta Business Suite, YouTube Studio, Adobe Premiere Pro, Sprout Social, Tableau, Google Analytics, Microsoft Office, Google Workspace, Canva, Tailwind, HubSpot, Wix, Airtable, CapCut, Splice, Notion, Asana, Slack, Hootsuite, ChatGPT, Python, Java

Social Platforms:

Instagram, TikTok, YouTube, Facebook, Pinterest, Threads, LinkedIn, Snapchat, Twitch, BlueSky, X

Additional Skills:

social media strategy, content calendar management, influencer sourcing, community engagement, UGC production, analytics reporting, video editing, SEO basics, brand voice development, influencer briefing, trend forecasting, short form video scripting

Educational Background

FORDHAM UNIVERSITY Lincoln Center New York, NY

Bachelor of Arts Digital Technology and Emerging Media, Marketing

Fordham Undergraduate Women in Business - Vice President and Social Media Manager

Awards

Speech and Theater Association of NJ: Stage Management: 1st Place

NJ Governor's Award in Arts Education

2021

2021