

Haley Karinja

Digital Marketing, Social Media, Content Creation

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View Portfolio [Here](#)

 @HaleyKarinja

Professional Experience

MADISON SQUARE GARDEN - Digital Content Student Associate Rockettes Social Media Team

Oct. 2023 - Apr. 2025

(Full-time, 35+ hrs/week while enrolled as a full-time senior at Fordham)

- Produced content across Instagram, TikTok, Threads, X, and Facebook for the Rockettes' 5M+ followers
- Independently executed a competitive analysis project to contextualize digital performance, comparing platform growth, engagement, and content strategy across key industry benchmarks; presented insights to senior leadership
- Led @RadioCityMusicHall's social channels during peak holiday season
- Contributed to ideation and filming of 10+ celebrity collaborations, with talent including Jennifer Garner, Meghan Trainor, and the Backstreet Boys to expand reach across new audiences
- Sourced and vetted influencers for Rockettes events, contributed on-site filming, and post-event engagement tracking; analyzed performance and presented insights to the broader team to inform future strategy
- Delivered weekly trend reports to broader MSG digital teams, identifying timely opportunities; notably suggested the "Pop Muzik" dance trend, which was executed across platforms and drove 31M+ views
- Analyzed cross-platform performance using Sprout and Tableau to inform strategy and reuse of archival assets
- Sourced and repurposed UGC from Rockettes, securing talent approvals and maintaining an internal content archive.
- Led daily community management, shaping brand voice and moderating live events like the Today Show and Tree Lighting.

Freelance Social Media Content Creator | UGC + Brand Partnerships

Jan. 2022 - Present

- Create content across TikTok, Instagram, and Pinterest, including travel, vlogs, voiceovers, and product recommendations, to deliver curated inspiration and a cohesive visual brand. Content has evolved from NYC college life into storytelling centered on destinations, small businesses, and everyday favorites
- Grew an audience of 5K+ followers and 1M+ views by creating content that consistently drives saves and shares, signaling inspiration and engagement
- Partnered with 30+ brands including **Amazon**, **Samsung**, **Sol de Janeiro**, **SoulCycle**, and **GrubHub** to create UGC-style content for social-first campaigns; managed the full creative process, from ideation and filming to editing, caption writing, and delivery, aligning with each brand's tone and platform needs
- Developed a travel partnership video series featuring Cape May small businesses and Airbnb stays; content was reposted by official tourism accounts and has driven 50K+ views through voiceover storytelling and destination highlights

APARTMENT THERAPY - Contributing Editor & Founding Creator, Dorm Therapy

Apr. 2023 - Jan. 2024

- Co-led the launch of Dorm Therapy, Apartment Therapy's Gen Z sub-brand, by scripting and starring in the debut video, generating 180K+ views and 4K+ engagements across Instagram and TikTok
- Defined Dorm Therapy's content voice and creator identity as the brand's first-ever featured contributor, setting the tone for storytelling style, visual direction, and on-camera presence during launch
- Wrote 7 blog posts combining personal narrative with practical advice on dorm life, organization, and student experiences, building relatability and trust with a college audience

ULTRAVIOLET AGENCY - Digital Marketing & Social Media Intern

Apr. 2022 - Dec. 2022

- Managed social strategy and content for WindMill, a fast casual chain in NJ, producing and posting Reels, Stories, and static content across Instagram, TikTok, Facebook, X, and Pinterest
- Led solo shoots for campaigns and promotions, handling creative direction, styling, on-site execution, and post-production
- Built monthly content calendars aligned with brand goals, seasonal campaigns, and local events; prepared performance reports and presented strategy recommendations in client meetings
- Produced content for Ultraviolet's internal channels and created a TikTok best practices training video and final-day presentation, outlining editing techniques, platform insights, and creative strategy to guide future social production

Skills

Proficient in Meta Business Suite, Sprout Social, Tableau, Google Analytics, Canva, Adobe Premiere Pro, CapCut, Airtable, HubSpot, Wix, Microsoft Office, and Google Workspace

Educational Background

FORDHAM UNIVERSITY Lincoln Center, New York, NY

Bachelor of Arts Digital Technology and Emerging Media, Minor: Marketing, Gabelli School of Business

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

Recognition and Awards

1st Place: Speech and Theater Association of NJ: Stage Management & NJ Governor's Award in Arts Education

2021