

# Alena Rubin

## ABOUT

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310-486-4178

## EDUCATION

### Northwestern University

Class of 2022

Cumulative GPA: 3.8/4.0

### Bachelor of Arts in Psychology

Certificate in Design

Certificate in Integrated Marketing

Communications

## RELEVANT

### COURSEWORK

Marketing Communication Strategy

Consumer Insight

Research for Marketing Communication

Branding in the Digital World

## SKILLS

Adobe Creative Suite

Sketch and Figma

HTML/CSS

C, C++

Chinese

Spanish

## INTERESTS

Architecture

Interior Design

Vintage Shopping

## Volunteer

Second Grade Teacher | Wise Readers

June - August 2019/ 2020

Dance Marathon Leader | September -

August 2019/2020

## EXPERIENCE

### Marketing Intern | Grubhub Campus

June - September 2021

- Developed ambassador program to increase GH affiliation rates at new campus deployments; implemented across for new campuses
- Produced 4 months of creative content for 24K members of GH's online advocacy program; increased orders from contracted diners by 37%
- Oversaw transformation of social media influencer program and generated more engaging, on-brand content; created guidelines to improve authenticity
- Designed new creative material and reviewed existing work for back-to-school campaign

### Chief Marketing Officer | Indigo Social Club

September 2021 - Present

- Developed social media strategy that grew social following 2X through Instagram and 5X through text alerts, reaching ~500 students
- Designed brand identity by building comprehensive guide directing brand positioning and values, incorporated in brand voice and imagery
- Marketed 3 events garnering 1,200 total attendees

### Account Executive | Form and Function Marketing

September 2018 - December 2021

- Led teams supporting 12+ Chicago-based businesses in Northwestern's only student-run marketing agency
- Facilitated brainstorming and executed holistic marketing strategies in social media, digital development, graphic design, event marketing
- Managed development of student-targeted campaign for local gym leveraging market research and analysis and email marketing tactics
- Oversaw rebranding of startup including logo design, web page navigation and brand messaging (Figma, Adobe Suite)

### Creative Director | Nikky's

June 2020 - Present

- Created visual brand identity and brand guide based on target market and positioning of startup
- Designed product packaging and branded stickers for retail merchandise
- Developed social media strategy for a 4-week campaign launch introducing new product to marketplace (Instagram)

### UX Design Intern | Blip Energy

January - April 2020

- Designed wireframe, mockup and illustrations for "Articles" page and user-onboarding wizard of company website (Figma)
- Evaluated current website to identify opportunities to increase user accessibility; advanced messaging and design
- Collaborated with software developers to implement feasible design

### Marketing and Multimedia Intern | Coolhaus Ice Cream

June - August 2019

- Created top-performing Instagram story content for branded account, gaining ~1,700 impressions per frame, a 70% increase
- Generated unique social media content to drive engagement, including recurring content slots company has continued to maintain (Adobe Suite)