

# Soojin Rackler

Media Specialist

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## EDUCATION

**Bachelor of Arts in Mass Communication and Media Studies at University of New Hampshire, Durham, NH**

Aug 2018 - May 2022  
Relevant Coursework: Media Theory, Media Law and Ethics, Digital Media Production, Mass Communication Research, Public Relations, Journalism, Advertising, Social Media Strategy, Intercultural Communication, and Media Literacy.

## LINKS

[linkedin.com/in/soojinrackler](https://www.linkedin.com/in/soojinrackler)

## SKILLS

- Photoshop
- InDesign
- Premiere Pro
- After Effects
- Lightroom
- Final Cut Pro
- Illustrator

## LANGUAGES

- English
- Urdu

## HOBBIES

## PROFILE

Media Specialist with 1 year of experience in leveraging diverse multimedia platforms to create engaging content and drive audience growth. Proficient in social media management, digital marketing, and content creation. Adept at analyzing trends, implementing SEO strategies, and collaborating with teams to achieve project goals. Seeking opportunities to further develop skills and contribute to innovative media campaigns.

## EMPLOYMENT HISTORY

### Media Specialist at New Hampshire Public Radio, NH

Apr 2023 - Present

- Successfully increased social media engagement by 45% within one year by curating and posting relevant content, optimizing posting times, and interacting with the audience regularly.
- Implemented a targeted digital marketing campaign that led to a 30% increase in podcast downloads and a 25% growth in newsletter subscribers within six months.
- Developed and executed a comprehensive media strategy for the station's annual fundraising event, resulting in a record-breaking \$1.2 million raised and a 20% increase in media coverage compared to the previous year.

### Associate Media Specialist at WMUR-TV, NH

Aug 2022 - Mar 2023

- Successfully increased digital ad revenue by 25% within the first year of joining WMUR-TV by identifying new advertising opportunities and creating customized campaigns for clients.
- Developed and executed a comprehensive social media strategy that led to a 15% growth in overall audience engagement, with a particular focus on Facebook and Twitter, resulting in an additional 10,000 followers within six months.
- Implemented a streamlined process for analyzing and reporting on advertising campaign performance, reducing the time spent on manual data entry by 50% and improving the accuracy of insights provided to clients.

## CERTIFICATES

### Adobe Certified Expert (ACE)

Dec 2021

### Society of Motion Picture and Television Engineers (SMPTE) Professional Certification

Jul 2020

## MEMBERSHIPS

Public Relations Society of America (PRSA)

International Association of Business Communicators (IABC)