

CIARA N. ALVAREZ

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EDUCATION

Fairleigh Dickinson University, Florham Campus

Anticipated Dec. 2026

- Bachelor of Arts in Communication (Social Media Concentration) Minor: Digital Marketing
- GPA 3.7; Dean's List / Honors List: Fall & Spring 2023-26
- Relevant Coursework: Marketing, Account Management, Social Media

RELEVANT EXPERIENCE

Career Development, Fairleigh Dickinson University Madison, NJ

Oct. '24-Present

Social Media Intern

- Created and scheduled social media content across Instagram and LinkedIn.
- Assisted with campaign strategy to increase student engagement, designed graphics and marketing materials using Canva.
- Monitored analytics and adjusted strategies for optimal results.

President, West Indian Student Organization (WISO)

May 2025-Present

Fairleigh Dickinson University

- Oversaw social media platforms, creating content to promote events, student opportunities, and organizational initiatives.
- Coordinated with university departments, student leaders, and community partners to organize successful events and strengthen campus relationships.
- Facilitated communication among executive board members, students, and university staff to support organizational goals and operations.
- Developed leadership, event planning, project management, and team collaboration skills through managing multiple initiatives simultaneously.

ADDITIONAL WORK EXPERIENCE

Bath & Body Works Rockaway, NJ

Aug. '25-Present

Team Sales Associate

- Assist customers with product recommendations, promotions to drive sales and enhance shopping experience.
- Maintain store organization, restock merchandise, and ensure displays are visually appealing.
- Collaborate with team members to meet daily sales goals and provide excellent customer service.

Rutherford Physical Therapy Office Rutherford, NJ

May '24-Jan. '25

Administrative Assistant

- Scheduled patient appointments and managed therapists' calendars efficiently.
- Greeted patients and facilitated check-in procedures.
- Verified insurance coverage and eligibility for services, optimized patient care by organizing documentation with patient management software, enhancing treatment accuracy.

RELEVANT COURSEWORK

- Social Media Management (Instagram, LinkedIn, TikTok)
- Canva Design & Content Creation
- Microsoft Office (Excel, PowerPoint, Word)
- Marketing & Digital Communications
- Event Planning & Coordination

CAMPUS INVOLVEMENT

FDU West Indian Student Organization (WISO)

- Organize student-focused programs and networking opportunities.
- Manage executive board communications and organizational operations.
- Promote campus engagement through strategic marketing and outreach efforts.