

Joel Cruz

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EDUCATION

Borough of Manhattan Community College

New York, NY

Associates in Business

Present

WORK EXPERIENCE

Create The Remarkable, Inc.

New York, NY

Project Coordinator/ Creative Consultant

Aug 2022 - Present

- Assisted onsite during the production of the New York City Department for the Aging "Join Us" 2022 Media & Print Campaign.
- Successfully coordinated logistics for shoots and interviews with the NYC Mayoral Office & Department for the Aging.
- Attended client meetings to take detailed notes, generated task lists & timelines, and project summaries to increase clarity and efficiency.

Estuniga Inc.

New York, NY

Marketing Manager

May 2021 - Aug 2022

- Designed & executed marketing strategies for five online brands owned by YouTuber Jose Zuniga of "Teaching Mens Fashion" (ESNTLS, Jade Black Eyewear, Santa Lucia Fragrances, HeGrooming, Ouway).
- Responsible for coordinating all aspects of production (photoshoots, talent search, location scouting) and social media management (Instagram, TikTok) Increasing following by 20% on each account.
- Managed a team of photographers and videographers to compile, and produce high-quality content for marketing strategies.

Iowa Sports Management

New York, NY

Front Desk Receptionist

Jul 2017 - May 2021

- Successfully managed membership sales, guest registration, phone calls, emails, and tours while maintaining a high level of customer service at a luxury residential health and fitness club.
- Responsible for maintaining gym and pool equipment, as well as managing and processing resident memberships
- Maintained cleanliness of the front desk area and ensured all materials were well-organized and up-to-date

PROJECT EXPERIENCE

LunaSphere 3D, LLC

New York, NY

Owner / E-Commerce

Apr 2020 - May 2021

- Started a branded E-commerce store for the purpose of learning, supplementing my academic endeavors, and taking pursuing steps to nurture my passion for Business.
- Managed all aspects of the business including but not limited to product sourcing, marketing, web design, customer service, and supplier relations.

LEADERSHIP EXPERIENCE

Goldman Sachs

New York, NY

Participant - College Collaborative Program

Oct 2017 - May 2018

- Collaborated with a team of 4 to develop marketing and design plans for Conrad Hotel's, Loopy Doopy Rooftop Bar, presented to Goldman Sachs coaches.
- Submitted innovative proposals for converting the seasonal space for year-round usage, maximizing profits, and increasing customer retention.
- Presented ideas for new trendy signature cocktails, interactive photo attractions, and an in-depth social media plan.

SKILLS & INTERESTS

Skills: Microsoft Office/Google Suite, Graphic Design (Canva, Adobe Photoshop), G-Suite, Spanish (Fluent)

Interests: Design, Music, and Arts