

# ROXLIND JAMES

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## EXPERIENCE

<b>Cision - New York, NY</b>	<b>Media Analyst</b>	<b>2022 - 2025</b>
- Constructed daily newsletters capturing client mentions, competitor intelligence, and industry insights for the executive-level leadership at Mercedes-Benz USA and Waste Management North America		
- Tracked industry trends with Cision's analysis tools and shared findings based on each client's interests		
- Utilized TVEyes, Blackwing, and company products similar to ChatGPT for content writing and delivery		
<b>ROMADOJA - New York, NY</b>	<b>Strategic Communications Consultant</b>	<b>2019 - Present</b>
- Delivered <u>press releases</u> and <u>ghostwritten blogs</u> while handling ongoing media relations for Touchdown PR's tech-focused clients		
- Interviewed six Tufts University Master of Public Health alumni and developed website content for the client's <u>PH Student Stories</u> series		
- Crafted Instagram campaigns around <u>Fessenden School activities</u> and developed a LIVE series for school leadership and faculty to better connect with students online during the COVID-19 quarantine		
- Planned a <u>free Halloween trick-or-treating and pumpkin painting event</u> for families, sponsored by local grocery stores, restaurants, nurseries, and businesses at Black Market in Boston's Nubian Square		
<b>Goulston &amp; Storrs Law Firm - Boston, MA</b>	<b>Digital Marketing Coordinator</b>	<b>2018 - 2019</b>
- Oversaw CRM, content management, and email marketing systems		
- Coordinated content marketing strategies for the firm's outreach platforms		
- Designed and delivered analytical reports on the effectiveness of the firm's website, promotional campaigns, event ROI, advertising, and marketing initiatives		
<b>Goulston &amp; Storrs Law Firm - Boston, MA</b>	<b>Client Relations Coordinator</b>	<b>2018</b>
- Tracked attorney-led client team activities, client service progress, and best practices for evaluating existing or launching new teams		
- Supported the incubation of innovation and technology into the firm's client service and growth initiatives		
- Collaborated with the hospitality department to plan client social events like lobster bakes, professional sports games, and lunch-and-learns		
- Participated in process mapping sessions with attorneys to identify areas of opportunity for better client service		
<b>JPA Health Communications - Boston, MA</b>	<b>Assistant Account Executive</b>	<b>2017 - 2018</b>
- Researched and evaluated areas of therapeutic practices, healthcare trends, and competitor intelligence		
- Developed client media outreach strategies by monitoring and analyzing media coverage of social media and online platforms		
- Pitched client press releases to industry-specific online media outlets for tailored media coverage		
<b>United Nations World Food Programme (WFP) - Rome, Italy</b>	<b>Social Media Intern</b>	<b>2017</b>
- Published hunger and food insecurity-focused content for promotion on WFP's <u>Facebook, Instagram, Twitter/X, and Google+</u> platforms		
- Evaluated platform daily metrics to implement recommendations for campaign success		
- Pitched ideas for user engagement opportunities on global accounts to department leadership		
<b>Atlantic Records - New York City, NY</b>	<b>Publicity Intern</b>	<b>2015 - 2016</b>
- Created digital and physical mock-ups of press clips to track audience engagement with artists		
- Assisted Publicity department leadership on artist press days, off-site interviews, and photoshoots		
- Searched for media mentions, features, interviews, and event listings for artists and the record label		
- Organized media kits to send to regional and online writers and bloggers to expand artists' coverage		

## EDUCATION

<b>St. John's University – Rome, Italy</b>	<b>Master of Arts: Government and Politics</b>	<b>2017</b>
<b>St. John's University – New York City, NY</b>	<b>Bachelor of Science: Public Relations</b>	<b>2016</b>
<b>Google Certificate</b>	<b>Digital Marketing &amp; E-commerce</b>	<b>2024</b>