

Erta St Juste

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EDUCATION

Baruch College/CUNY, Zicklin School of Business

Bachelor of Business Administration

Major: International Marketing, **Minor:** Interdisciplinary in Environmental Sustainability, **GPA:** 3.3/4.0

Honors/Awards: Dean's List (2023-2024), Seek Program Award: Academic Excellence (2023-2026),

Phi Eta Sigma National Honor Society (2023-2026)

New York, NY

Expected May 2027

EXPERIENCE

Dear Community

Remote

Marketing & Communications Intern

September 2026 – Present

- Develop and publish 2-4 weekly posts and reels across Instagram, TikTok, and LinkedIn to increase engagement and audience reach
- Research social media trends and develop content strategies highlighting artists, events, and organizational initiatives
- Collaborate with marketing teams to promote monthly shows, support artist outreach, and strengthen brand visibility
- Track content performance metrics and social media trends to identify opportunities for audience growth and engagement

Judgment & Decision-Making Lab, Baruch College

New York, NY

Undergraduate Research Assistant

February 2026 – Present

- Support behavioral research on environmental and health decision-making using psychology and behavioral science
- Assist with study design, survey development, and participant materials to improve clarity and engagement
- Synthesize findings from 10 + peer-reviewed articles to support environmental and health decision-making research.

Canva Data Visualization & AI Design Externship | Extern

Remote

Extern

December 2025 – January 2026

- Designed 5 + static and interactive data visualizations using Canvas and Flourish
- Transformed complex datasets into clear, compelling visual stories and enterprise-ready templates.
- Applied AI-enhanced design tools and delivered structured pitches on business problems, insights, & design solutions

Weill Cornell Medicine, Department of Imaging

New York, NY

Intern

July 2024 – August 2024

- Coordinated scheduling and logistics for 2 key events and 10 meetings using Microsoft Outlook and Google Calendar
- Participated in onboarding activities, including orientations and job shadowing
- Performed clerical duties such as filing paperwork with accuracy and no errors on documents using Epic Systems

CERTIFICATIONS

Transparent Partners Mar-tech Foundation Certificate Program (Virtual)

Expected December 2026

- Engage in a 9-course, self-paced curriculum covering marketing technology strategy, governance, and business case development
- Developing leadership in data-driven marketing through interactive modules, assessments, and practical tools
- Building expertise in Mar-Tech ecosystems to enhance strategic marketing planning and cross-team collaboration

Google Data Analytics Certificate Program (Virtual)

Expected December 2026

- Learn data cleaning, analysis, and visualization using tools like Excel, SQL, and Tableau
- Gain hands-on experience with real-world data sets and case studies
- Develop skills in data-driven decision-making and business problem-solving

LEADERSHIP DEVELOPMENT & ACTIVITIES

Baruch International Business Club, Marketing Committee Member

Mar2026 – Present

Baruch Japan Club, Assistant Secretary & Marketing Committee Member

Sept 2025 – Present

Baruch Ticker, Student-Run Newspaper, Writer

Oct 2023 – Present

Baruch American Marketing Association, General Member

Aug 2024 – Present

SKILLS & INTERESTS

Technical: Microsoft Office (PowerPoint, Outlook, Excel, Word), Google Workspace, Canva, Adobe Spark, Epic System, Flourish

Languages: Haitian Creole (Fluent), French (Fluent), Spanish (Basic)