

Michael Salgado

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EDUCATION

Rutgers, The State University of New Jersey

Newark, NJ

Bachelor of Science: Major in Marketing

May 2028

Related Coursework: Intro to Marketing, Psychology, Consumer Behavior, Digital Marketing, Retail

Marketing, Sales Management

Essex County Community College

Newark, NJ

Associates of Liberal Arts

May 2025

GPA: 3.8

Awards: ALPFA Rutgers Newark Convention Scholarship, Essex County Dean's list, Newark 1K Scholarship

LEADERSHIP / CAMPUS INVOLVEMENT

Association of Latino Professionals For America, Rutgers Chapter

Newark, NJ

Marketing Director

May 2026 - Present

- Improve social media engagement by 40% across Instagram, LinkedIn, and Tiktok by developing branded content, executing promotional campaigns, and maintaining a consistent posting strategy
- Support a team of student marketers in creating and promoting content for ALPFA events, professional development programs, and networking opportunities across campus
- Collaborate with 10+ executive board members to develop and execute marketing campaigns, strengthening awareness of chapter events, initiatives, and professional opportunities

Association of Latino Professionals For America, Rutgers Chapter

Newark, NJ

Marketing Committee Member

September 2025 - May 2026

- Designed and shared eye-catching flyers and branded visuals by using consistent design templates and targeted messaging to expand event reach and drive a 20% increase in attendance
- Created and posted promo videos and real-time TikToks to promote upcoming club events and highlight live activities, resulting in a 25% increase in online engagement and event awareness
- Increased social media engagement by 20% by strengthening connections with ALPFA chapters nationwide through consistent interaction across TikTok, Instagram, and LinkedIn, expanding the chapter's digital reach

East Side Student Council

Newark, NJ

General Member

May 2022 - June 2025

- Collaborated with 50+ council members to plan and execute 25+ school-wide events, fundraisers, and community initiatives, supporting student participation and engagement across campus
- Assisted in coordinating 15+ leadership activities, assemblies, and volunteer opportunities, working alongside council members to organize logistics and encourage student involvement
- Represented the student body for 3+ years by communicating student concerns and feedback to school administration, contributing to improvements in campus life

SKILLS

Certifications: Digital Marketing Professional by Content Marketing Institute, Generative AI for Marketing Professional Certificate by the American Marketing Association

Languages: Fluent in English, Spanish

Software: Proficient in Microsoft Office 365, Google Workspace, Canva, Adobe Creative Cloud, Capcut, SQL

Interest: Fashion, Art, Music, Photography, Hiking, Psychology Books, Soccer, Gym