

CONTACT	Location: Los Angeles, CA Email: raycotto04@yahoo.com		
EDUCATION	C.T. Bauer College of Business, University of Houston August 2023 – May 2027 Bachelor’s Degree in Marketing & Management Online Program GPA: 3.4		
SOCIALS	 https://www.instagram.com/raymonecotto/  https://www.tiktok.com/@raymone.c		
PROFESSIONAL EXPERIENCE	Social Media Content Creator & Strategist Self-Managed January 2024 – Present - Create and edit TikTok and Instagram content from concept to final post - Use trends, hooks, and storytelling to improve reach and engagement - Generated 1M+ likes through consistent short-form content - Track performance and adjust content strategy based on analytics - Repurpose content across platforms to increase visibility and growth Social Media Intern The Shade Room Teens June 2026 – July 2026 - Monitored TikTok, Instagram, and online communities for Gen Z trends and conversations - Drafted and edited social media copy aligned with TSR Teens’ brand voice - Created multimedia content including short-form videos, captions, graphics, and photo selections - Conducted research and fact-checking while assisting with content projects in a fast-paced media environment TikTok: Social Media Content & Brand Strategy Extern May 2026 – July 2026 - Developed a social-first brand strategy by defining brand positioning, audience personas, and content pillars - Created TikTok and Instagram campaign concepts, UGC ideas, and short-form content recommendations - Conducted competitive and audience research to inform messaging, brand voice, and creative direction - Presented a strategic marketing pitch with campaign recommendations and success metrics Doritos College Brand Ambassador EvolveZ Agency March 2025 – June 2025 - Created social media content to support product launches and marketing campaigns - Designed and shared digital content to drive awareness among college audiences - Represented the brand at events, increasing visibility through digital and in-person engagement - Collaborated with student organizations to expand reach and participation		
SKILLS	SOCIAL MEDIA MANAGEMENT CONTENT CREATION CONTENT STRATEGY VIDEO EDITING SOCIAL MEDIA ANALYTICS	CAMPAIGN SUPPORT INFLUENCER MARKETING COMMUNITY ENGAGEMENT PERFORMANCE TRACKING	MICROSOFT OFFICE GOOGLE WORKSPACE CAPCUT CANVA