# Adalis Romero

Boston, MA
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## EDUCATION

**Boston University Questrom School of Business, Boston, MA** **May 2028**
*Bachelor of Science in Business Administration*
Concentration: Marketing
Activities: Retail, Luxury & Consumer Association (RLC); Marketing Club (BUMK)

**Bentley University, Waltham, MA** **September 2024 - May 2025**
*Coursework toward Bachelor of Science in Business Administration*
Concentration: Marketing
Cumulative GPA: 3.78

## WORK EXPERIENCE

**Elevate Social Media Agency** **June 2026 - Present**
*Founder*

- Manage social strategy and content production for 5+ brands, overseeing content calendars, creative direction, platform strategy, copywriting, and monthly performance reporting.
- Lead client accounts from strategy through execution, using insights and analytics to optimize content, strengthen brand positioning, and increase monthly reach by an average of 35%.

**SEAAV,** Boston, MA **May 2026 - September 2026**
*Brand Marketing Intern*

- Developed and managed SEAAV's Pinterest strategy, generating 48K+ impressions in just over three months through consistent publishing, trend research, and platform-optimized content.
- Supported campaign shoots, brand events, and social content production across platforms, contributing to creative planning, styling, behind-the-scenes content, and performance analysis.

**HighRise Lifestyle, Boston, MA** **January 2023 - May 2026**
*Event Planner*

- Planned and organized 5+ community events as part of a collective of passionate creatives in Greater Boston, bringing together over 100+ local youth and highlighting emerging talent.
- Created excitement around events by designing flyers on Canva and promoting them on Instagram, helping boost attendance by 35% and strengthening community engagement.

**Aritzia,** Boston, MA **October 2024 - February 2025**
*Style Advisor*

- Curated luxury styling experiences tailored to client's preferences, creating personalized interactions that strengthened relationships and contributed to a 20% increase in personal sales.
- Collaborated with teammates in a fast-paced retail environment to consistently meet and exceed daily sales goals of $10,000+ while delivering an elevated, memorable customer experience.

## SKILLS & CERTIFICATIONS

*Skills:* Google Workspace, Microsoft 365, Canva, CapCut, Wix Studio, AI Proficiency
*Languages:* English and Spanish
*Certifications:* INSIDE LVMH, CPR, First Aid, and AED