

# Alba Cuebas

Digital Content Specialist | Video Editor | Photography/Videographer

## EXPERIENCE

### Marine Toys for Tots - National Headquarters Office (Triangle, VA)

#### Social Media Content Producer

Feb. 2022 - Present

- Provides event media coverage and gathers stories by interviewing volunteers, beneficiaries and other involved organization members to produce varying content
- Produces, writes, and edits interviews (AP style) to tell the stories of individuals and various state, government, national, and local organizations positively impacted by Toys for Tots.
- Creates content in various ways (photography, video, Premiere Pro, AfterEffects graphics, etc.) tailored to each social media platform (short-form v long-form content, photos/graphics, character limitations, active posting times, etc.)
- Implements and sustains proven social media marketing strategies tailored to each social media platform to drive fundraising
- Creates content for national Toys for Tots HQ accounts to inform, educate, entertain and inspire the general public, stakeholders, board members, volunteers, etc.
- Generates annual social media SoPs for 830+ local chapters across the nation and mitigates public discussion across all platforms by monitoring interactions and responding accordingly to public inquiry (comments, DMs, emails, etc.)
- Studied monthly Google, Buzzsumo and social media platform analytics to improve digital content performance

### National Museum of the Marine Corps (Triangle, VA) Public Affairs Assistant

Jan. 2021 - Feb. 2022

- Interviewed visitors, artists, veterans and other museum guests to produce varied digital content and hometown release news articles (AP style)
- Created varied monthly social media content to educate audiences about history, current museum events and related information
- Studied monthly Google, Buzzsumo and social media platform analytics to improve digital content performance and relay to department
- Produced and edited short-form videos for social media and captured photographs to create content with
- Monitored social media platforms and responded to inquiries accordingly

### PLUS Communications (Arlington, VA)

#### Social Media Analyst

Jan. 2021 - Feb. 2022

- Monitored social media for select accounts, categorizing nature of discussion through social listening listening tools (Buzzsumo, Google Analytics, social media) and drafted into daily report per national client
- Extracted daily trends by conducting keyword research and drafting into reports for supervisor
- Provided administrative/operational support while creating daily SEO reports to determine content/marketing efficacy updates per client's target audience

## SKILLS

Adobe Creative Suites  
(Premiere Pro, InDesign, Photoshop, AfterEffects)

Content Creation

News Writing

Interviewing

Reporting

Analytics

Social Media Management

Photography/Videography

AP Style  
(Editing, Proofreading, Writing)

CMS  
(HootSuite, Canva, WordPress, Wix)

Bilingual  
(English & Spanish)

## EDUCATION

Temple University  
M.A. in Journalism  
Sep. 2023 - May 2025

University of Colorado  
B.A. in Communications  
Aug. 2019 - May 2021

**U.S. Army Reserves 1st MSC (Fort Buchanan, PR)**  
**Public Affairs Intern (remote)**

Sep. 2020 - Jan. 2021

- Strategized responsive release of press releases, articles, & social media posts of current events
- Interviewed varied military personnel for feature stories that highlighted communications plan monthly themes
- Created social media content that represented organization's mission in a way that developed brand awareness while providing transcultural public relations and journalistic support to enhance audience connection overseas
- Developed new social media SoP and conducted audits to ensure all units under 1st MSC command were abiding by organizational guidelines

**The Joint Chiropractic (Knightdale, NC)**  
**Front Desk Coordinator**

Mar. 2020 - Sep. 2020

- Surpassed KPIs through excelling customer service and informed sales pitch with different memberships to recommend best plan per person
- Managed clinic's social media pages and improved online presence that expanded audience
- Strategized and executed content creation which advertised for the clinic, improved revenue & provided solutions for patient/doctor preferred appointments
- Provided administrative organization of the franchise's schedule & ran front desk reception

**GNC (Fort Belvoir, VA)**  
**Sales Associate to Assistant Store Manager**

Mar. 2015 - Mar. 2020

- Onboarded and trained new staff to create a well-functioning, proactive team in absence of leadership
- Provided unparalleled customer service by ensuring repeat business through consistent charismatic behavior/client recommendation customization and kept neat stock of product and planograms up to date
- Analyzed L&P reports to maximize store's efficiency, sales & use of resources
- Trained staff to have up to date knowledge of those same KPI's & sales expectations & taught them how to approach hitting those sales goals every month
- Conducted store audits in collaboration with other managers & staff while creating bi-weekly schedules and arranged collaborative team meetings as needed

Northern  
Virginia  
Community  
College  
A.A. in Liberal  
Arts  
Aug. 2017 - May  
2019

**AWARDS/CERTIFICATIONS**  
National  
Society of  
Leadership &  
Success  
(UCCS)

Fundamentals  
of Digital  
Marketing  
(Google  
Certification)  
[G8B WZ9 5AT]

**REFERENCES**  
**Carlos Rodríguez**  
Previous Internship  
Supervisor  
(787) 974-5944

**Maribel Meléndez  
Fontan**  
Career Mentor  
(787) 644-7279

**Anna Polanco**  
Previous Coworker  
(703) 789-1544