

# AJEREEN CARBOWITZ

## FULL-STACK MARKETING PROFESSIONAL

(602) 706-7075 · Mesa, AZ · ajereencarbonell@gmail.com · linkedin.com/in/ajereen-carbonell

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Marketing professional with experience spanning social media growth, SEO, content creation, video production, and brand strategy. Currently leading marketing and SEO at Rune Gate Co after growing Visit Phoenix's combined social following by nearly 10,000 in a single summer. Skilled at building multi-platform campaigns, producing editorial and visual content, and translating audience data into measurable engagement gains. Completing a B.S. in Digital Audiences at Arizona State University (May 2026).

### CORE COMPETENCIES

Social Media Growth · SEO & Content Strategy · Brand Development · Editorial Writing  
Video Production · Graphic Design · Public Relations · Multi-Platform Campaigns

### TOOLS & PLATFORMS

**Design & Video:** Adobe Premiere Pro, Canva, Product Styling, Art Direction

**Digital Marketing:** Google Analytics, Tailwind Pin Scheduler, WordPress, SEO Optimization

**Social Platforms:** Instagram, TikTok, Pinterest, YouTube, Instagram Reels

**Content & Operations:** Copywriting, Editorial Planning, Blog Management, Airtable, Microsoft Office

### EXPERIENCE

**Rune Gate Co** Sep 2025 – Present  
*Marketing Lead*

- Lead social media strategy and search engine optimization efforts, driving brand visibility and organic growth
- Develop and execute multi-channel marketing campaigns aligned with company objectives

**Visit Phoenix, Phoenix, AZ** May 2025 – Aug 2025  
*Social Media Marketing Intern*

- Grew the organization's combined social media following by nearly 10,000 in 4 months across Instagram, TikTok, and YouTube
- Planned, scheduled, and published content optimized for reach and audience engagement across all platforms
- Created and edited short-form videos spotlighting local businesses, events, and destinations to promote Phoenix as a travel destination

**Destination I Do Magazine, Remote** Jan 2025 – May 2025  
*Digital Media Intern*

- Created wedding-focused editorial content for the company website, optimizing articles with WordPress SEO plugins to improve search visibility and organic traffic
- Designed visual assets in Canva to support digital marketing campaigns and social media platforms, ensuring alignment with brand aesthetic
- Enhanced Pinterest marketing strategies using the Tailwind scheduling platform, boosting reach and audience engagement

**Tolleson Union High School District, Tolleson, AZ**

Jan 2024 – May 2024

*Marketing and Public Relations Intern*

- Supported district-wide marketing and public relations initiatives by planning and coordinating special events
- Created promotional graphics, social media content, and branded materials across multiple campuses
- Wrote media releases, district publications, correspondence, and presentations to strengthen community engagement
- Produced and edited video content in Adobe Premiere Pro, including recurring series and staff appreciation features

**BAYADA Home Health Care, Remote**

Jan 2021 – Jun 2021

*Referral Intake Coordinator*

- Received, documented, and processed incoming referrals ensuring accuracy, completeness, and HIPAA compliance
- Coordinated communication across cross-functional teams to streamline critical information flow
- Utilized Microsoft Word and Excel to create documents, analyze data, and generate reports supporting operational efficiency

**SELECT PROJECTS**

**Baggu x Keroppi Ad Concept**

Developed a polished, ad-ready Instagram creative for a licensed character collaboration. Styled and photographed the product line, crafted ad copy targeting collectors and character merchandise audiences, and balanced character appeal with brand minimalism.

**AJ Eats - Food Photography**

Personal food photography and review account exploring local dining and travel cuisine. Combines visual storytelling with audience engagement to build a distinctive personal brand.

**Portfolio Website – [ajereen.carbowitz.com](http://ajereen.carbowitz.com)**

Personal portfolio showcasing case studies, campaign results, and creative work across digital marketing, brand development, and content production.

**EDUCATION**

**Arizona State University, Tempe, AZ**

Aug 2024 – May 2026 (Expected)

Bachelor of Science in Digital Audiences

- Focused coursework in digital media strategy, audience analytics, and content creation for modern platforms

**Mesa Community College, Mesa, AZ**

Aug 2023 – May 2024

Transfer Studies

- Completed foundational coursework in communications, marketing, and media studies