

Eden Aflalo

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SUMMARY

Creative and versatile marketing and content professional with a background in film, branded entertainment, and digital strategy. Skilled in branded content strategy, social media marketing, campaign management, video editing, and graphic design. Proven ability to manage multiple projects and collaborate with cross-functional teams. Excels in organizational and communication skills, ready to bring a wealth of experience and a fresh perspective!

EXPERIENCE

*Boxwood Coffee Roasters, **Shift Supervisor***

Jul 2025 - Present

Delivered exceptional customer service, enhancing customer satisfaction rate by 30% through friendly and knowledgeable interactions.

Led and trained team members, improving team efficiency and maintaining high standards of service and cleanliness.

Operated POS system accurately and efficiently, contributing to a well-organized and smooth-running environment.

*Liv Breads Artisan Bakery and Coffee Bar, **Team Member***

May 2024 - Mar 2025

Delivered exceptional customer service, enhancing customer satisfaction rate

Maintained a clean, organized environment, demonstrating exceptional organizational skills and upholding high standards of hospitality.

Fostered a welcoming team culture, effectively communicating with customers and coworkers, showcasing flexibility and a proactive mindset.

*Variety, **Film & Branded Entertainment Roles***

2018 - Present

Coordinated over 30 productions, enhancing production efficiency by 60% through meticulous planning and organization.

Led set design and production coordination teams, improving team collaboration and ensuring seamless execution from pre-production to post-production.

Demonstrated exceptional leadership and teamwork, successfully managing multiple projects and shifting priorities to meet tight deadlines.

*Let's Talk About It, **Marketing Coordinator***

May 2024 - Jan 2025

Developed and executed social media marketing strategies, enhancing brand visibility by 85% through targeted campaigns and content creation.

Collaborated with cross-functional teams to refine branding across platforms, ensuring consistent messaging and visual identity.

Analyzed data to optimize performance, resulting in a 115% improvement in engagement and reach.

*Hillels of Georgia, **Office Manager***

Mar 2023 - Jan 2025

Oversaw front office operations, ensuring smooth daily operations with exceptional organizational skills and a proactive mindset.

Created digital content and supported campaign execution, enhancing engagement and community reach by 30%.

Assisted in community engagement and branding work, fostering collaboration and improving outreach effectiveness.

*Twitch (Self-Employed), **Twitch Streamer***

Apr 2021 - Present

Hosted engaging live streams, building a strong online community and increasing viewer engagement by 70% through interactive content and consistent streaming schedules.

Organized and executed charity events, raising over \$3K+ for various causes, showcasing exceptional organizational skills and community collaboration.

*Aflalo Productions, **Freelance Graphic Designer***

Mar 2018 - Present

Designed digital content for clients including Ohuhu Markers, specializing in branding, audience-driven visuals, and social campaigns across platforms such as Instagram, TikTok, and Twitch.

Increased follower growth by 80%, as measured by social media analytics, by implementing targeted social media strategies and engaging content creation.

Stayed on trend and on top of trends to keep brands present, working on multiple types of work from graphic to film to photo.

EDUCATION

Ringling College of Art and Design

*Bachelor's • **Film and Branded Entertainment** • Aug 2018 - May 2022*

Hillel Member 2018-2022 | Student Government Leader 2018-2022 | Head of Diversity Committee 2019-2022

SKILLS

Branded Content Strategy • Social Media Marketing • Campaign Management • Video Editing • Graphic Design • Live Streaming • Audience Analytics • Brand Development • Community Engagement • Digital Marketing