

Reyane Antoine

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Marketing graduate with 3+ years managing a brand's social media presence, creating content, running a posting calendar, and growing engagement across Instagram and TikTok. Strong writer with hands-on Canva design skills and a collaborative, roll-up-your-sleeves approach. Quick to adapt to new platforms and evolving trends in a fast-paced environment.

EXPERIENCE

HYDE studio, Boston, MA

July 2026 – Present

Marketing Intern

- Create and curate social media content to increase brand awareness and engage the studio's online community
- Develop creative posts, videos, and marketing materials that align with the studio's brand identity.
- Support social media strategy through content planning, trend research, and audience engagement.
- Capture and edit photo/video content to promote classes, services, and the overall studio experience

Ropes & Gray, Boston, MA

June 2025 – August 2025

Marketing Intern

- Delivered a final presentation benchmarking three competitor firms' digital marketing strategies and recommending improvements to website design, content, and audience outreach.
- Supported social media and thought leadership campaigns, translating firm narratives and attorney spotlights into content that grew visibility and engagement.
- Researched competitor social and digital strategies—including podcasts, media interviews, and web features—to identify content trends and best practices.
- Created presentations turning research into actionable, data-informed content and outreach recommendations for the PR and marketing team.

Floor & Decor, Waltham, MA

October 2025 – April 2026

Sales Associate

- Assisted customers by understanding their needs, recommending products, and creating a positive brand experience.
- Built product knowledge across flooring and home improvement solutions to provide personalized recommendations.
- Developed customer relationships through strong communication and tailored service.
- supported sales goals by promoting products and maintaining an engaging store environment

Cape Verdean Student Association, Waltham, MA

April 2023 – November 2025

Marketing Chair

- Owned and managed the organization's social media accounts for 2.5 years, publishing content consistently across Instagram and TikTok to build audience and community engagement.
- Built and maintained a content calendar, planning posts around events and campaigns to keep a steady, on-brand publishing cadence.
- Created original social content and promotional graphics in Canva, and rebranded the club's presence to strengthen its visual identity and voice across digital and in-person channels

KEY SKILLS

Social Media: Content creation, content calendars, community engagement, copywriting, trend monitoring, quick to learn new platforms

Platforms: Instagram, TikTok, Meta Business Suite, LinkedIn, Facebook, HubSpot

Content & Design: Canva, CapCut, Adobe Express, Claude Design, short-form video, graphic design

Analytics: Instagram Insights, TikTok Analytics

Productivity: Microsoft Excel, PowerPoint, SharePoint

EDUCATION

Bentley University, Waltham, MA

May 2026

Bachelor of Science in Marketing, Minor in Business Administration

Massasoit Community College, Brockton, MA

May 2022

Associate Degree