

R.J. Russotti

2 Snyder Rd, Englewood Cliffs, NJ 07632 | (201)-682-1581 | rjussotti@gmail.com | [linkedin.com/in/rjussotti/](https://www.linkedin.com/in/rjussotti/)

EDUCATION

Rutgers University | New Brunswick, NJ

Year of Graduation: 2024

B.A. in Communications - Specialization in Strategic Public Communication & Public Relations

GPA: 3.91

Minor in Digital Communication, Information, and Media

- **Clubs/Organizations:** RU SURE (Social Media Marketing Team), American Red Cross
 - **Academic Awards:** Summa Cum Laude, Dean's List 2020-2024, SAS Academic Excellence Award 2021 & 2024
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WORK EXPERIENCE

LG CNS | Englewood Cliffs, NJ

Sept. 2024 - Present

Load Planning Analyst

- Manage logistics for high-value accounts including Amazon, Best Buy, Home Depot, Sears, and Walmart, ensuring on-time pickups and adherence to monthly sales targets.
- Coordinate customer pickup schedules across multiple modes (LTL, TL, ocean freight, international), optimizing cost and operational efficiency.
- Maintain daily communication with 10+ warehouses, vendors, and internal teams using Excel, Outlook, TMS, and vendor portals for shipment tracking, inventory management, and workflow coordination.

The Smart Solutions Group | Stamford, CT

Jan. 2024 - May 2024

Social Media and Marketing Intern

- Created and scheduled engaging content across Facebook, Instagram, and LinkedIn to promote LegalShield plans, driving new customer engagement.
- Contributed to planning and execution of email and social media advertising campaigns, resulting in increased website traffic.
- Improved outreach strategies and increased monthly subscriptions by 8.5%.

Westwood Regional Veterinary Hospital | Westwood, NJ

Jun. 2023 - Aug. 2023

Client Service Representative

- Managed high-volume call traffic and scheduled appointments, addressing urgent client concerns with empathy and professionalism.
- Supported veterinary operations by coordinating communication between veterinarians, technicians, and clients.
- Utilized veterinary software (ImproMed, Chewy, IDEXX, ANTECH) to manage records, process lab submissions, and order prescriptions, streamlining daily workflows.

Fightful.com | Somerville, NJ

Oct. 2022 - May 2023

Sports and Wrestling Multimedia Intern

- Researched statistics and trends across wrestling promotions to plan and promote an independent wrestling event.
- Produced animated video templates for intros, outros, and clips used on social media platforms.
- Organized and maintained the Patreon channel, contributed daily content, and proposed strategies to increase subscriber engagement.

Rutgers University Social Media | New Brunswick, NJ

Sept. 2020 - May 2021

Social Media Monitor

- Monitored university social media accounts (Twitter, Instagram, Reddit) and flagged both positive and negative posts for team review.
 - Collaborated with a team of five to draft thoughtful responses and support university reputation management.
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SKILLS & CERTIFICATIONS

Certifications: HootSuite Academy Social Media Marketing

Social Media: Facebook, Twitter, Instagram, Snapchat, YouTube, TikTok, Twitch, LinkedIn

Content Editing: Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), WordPress

Graphic Design: Adobe Creative Cloud (Photoshop, Premiere Pro), DaVinci Resolve, Canva