

EDILENNY “RUBI” CAPELLAN

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A bilingual Spanish digital media and communications professional with experience in executing projects across multimedia, content creation, and journalism. Aspiring to produce compelling content across platforms. Skilled in vertical video storytelling, editorial research, and bilingual reporting, with a passion for innovative storytelling and engaging diverse audiences.

EDUCATION

Montclair State University - Montclair, NJ, May 2026

Bachelor of Arts, Communication and Media Studies

Essex County College - Newark, NJ, June 2022

Associate of Arts, Communication and Media Studies

SKILLS

- Bilingual fluent in Spanish and English, verbal and written translation, news reporting, event coordination, voice-over production, scriptwriting and public speaking support, crisis management, administrative coordination
- **Media Production:** Video editing (iMovie, Filmora, Adobe Premiere), vertical video production for TikTok/Reels/Shorts, photography, Canva design, Capcut
- **Collaboration Tools:** Google Workspace, Slack, Miro, Airtable, Trello, Microsoft Office, Google Trends, Meltwater, Outlook, Quickbooks, Teams, Hootsuite, Metricool

CONTENT CREATION EXPERIENCE

- Youtube - **Rubi Capellan** | TikTok - **@RubiCapellan_** | Instagram - **@RubiCapellan_** | Create original vertical video content, experimenting with hooks, trends, and storytelling formats to grow audience outreach.
- **News Package, Newark Housing Program | Digital News Articles - rubicapellan.Medium.com** | Research and report on city events while producing strong editorial standards and community impact.

WORK EXPERIENCE

University Hospital - Newark, NJ December 2025 - Present

Marketing and Communications Intern

- Assist in developing internal and external marketing communications by aligning content with brand guidelines and corporate messaging standards
- Support campaign executions across digital platforms through material coordination, track timelines, analyze performance metrics, monitor potential digital PR issues, and recommend strategies to support the marketing mission of the hospital

On New Jersey - Clifton, NJ, September 2025 - December 2025

Social Media Intern

- Developed, edited, and scheduled platform-specific social media content using Canva, CapCut, and Hootsuite, ensuring messaging aligned with organizational voice and public communication standards
- Monitored engagement metrics and collaborated with communications staff to optimize reach, adapt messaging for different platforms, and support public information campaigns

Telemundo 47 60th Anniversary Production - Montclair, NJ January 2025 - April 2025

Reporter/Narrator/Producer

- Collaborated with Telemundo 47 staff on its 60th anniversary, contributing to the production of a commemorative documentary highlighting the network's history and community impact
- Supported documentary production by coordinating research, storytelling elements, and archival content in collaboration with media and communications teams