

PROFILE

Strategic communicator and multimedia creator with a versatile skillset in communications + social/digital content creation. I approach brand strategy with a storytelling lens, create personable digital/social content, build positive client relations, and present marketing materials with high attention to detail.

EDUCATION

UC SANTA BARBARA (2016-2020)

B.A. Communication + Film & Media Studies with a minor in Professional Writing, Multimedia Communication emphasis
Graduated with Honors, departmental awards, & Phi Beta Kappa

MUCK RACK ACADEMY CERTIFICATIONS (2020)

Fundamentals of Media Relations + Fundamentals of Social Media

EXPERIENCE

DIGITAL MARKETING COORDINATOR

NESSIE MEDIA GROUP (January 2021-Present)

- Manage client social media channels
- Run Facebook/IG ads
- Create Google My Business Analytics reports

PUBLIC RELATIONS & SOCIAL MEDIA SPECIALIST

SUGAR PRESS (June 2020-Present)

- Create, manage, and analyze organic social/digital content
- Design and implement PR plan
- Employ brand strategy for social & digital

CO-EDITOR-IN-CHIEF (managed team of 50+)

HER CAMPUS MEDIA (June 2019-September 2020)

- Coordinated partnership campaigns
- Turned hack into PR opportunity, garnering national attention on social media + local press coverage
- Creator, Producer, & Co-host of the platform's premiere IGTV Series, "Women Who Inspire"

FEATURES WRITER + SOCIAL MEDIA INTERN

OFF THE CURB CONSULTING (June 2019-June 2020)

- Interviewed established professionals in diverse fields
- Created and managed IG content

PUBLIC RELATIONS/MEDIA INTERN

PURPOSE JEWELRY (June 2019-August 2019)

- Assisted with PR events, influencer outreach, press relations, & e-commerce blogging
- Conducted annual IG analytics report

SKILLS + SOFTWARE

Bilingual (English & Spanish), PR Writing, Google Analytics, Facebook ads, SEO, Brand Strategy, Graphic design, Adobe Suite, Mailchimp, Hootsuite, Wix, Squarespace, WordPress, Sitefinity, Basic HTML/CSS

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