

Public Relations Specialist/Social Media Management

## Contact

## Skills

Canva

PowerPoint

Word Document

Excel Sheet

Multi-Task

Organization

Detail-Oriented

Writing

Multi-Task

Social Media

Creativity

Adaptable

## Certifications

Hootsuite Academy Social Marketing

Hootsuite Academy

Google Analytics for Beginners

## Education

Bachelor of Science Public Relations

## Portfolio

# Overview

Detailed-oriented and creative public relations specialist with experience in social media management, campaigns, crisis communication, and press releases. Public relations courses, certifications, and jobs with similar skill sets are what have helped set my foot into the field and eager to absorb more knowledge.

## Experience

*Company name:*

*May 2023- Present*

*Sales Associate*

- Efficiently multi-tasked while boutique was at its peak rush hour to keep up with boutique's standards.
- Maintained boutique's minimalistic image by strategically placing products on the floor.
- Created individual tasks that would benefit the store's inventory on the floor to boost customer satisfaction.
- Interacted with customers by initiating sincere conversations to build trusting relations.

*University name*

*Aug 2019- May 2023*

*Class projects- Link to portfolio (Also located at the bottom left of page)*

- Created campaign for the local library with a team that ultimately was picked by client for the Peet's Coffee Public Library to display library's resources to community.
- Constructed press releases for various non-profit organizations to promote intended messages to varying stakeholders in mind.
- Customized a crisis communication plan for Peet's Coffee to demonstrate decision making skills and critical thinking within a short time frame.

*Sorority name*

*Dec 2020- Jan 2023*

*Social Media Chair*

- Responsible for all social media posts regarding sorority events, birthdays, and sister achievements to cultivate the organization's image.
- Scanned similar pages to interact and maintain relationships with other accounts.
- Utilized Canva to meticulously make original posts to attract individuals interested in the sorority.
- Maintained social media calendar to ensure deadlines for posts were being met.

*Recruitment Chair*

- Brainstormed events with other sorority members to create relationships on a meaningful level.
- Informed on sorority's mission and values at tabling events to boost relationships with those whose values aligned.
- Created a list of interested ladies on excel sheets and reached out to them to build and maintain relationships.
- Organized a tote bag decorating event which increased our contact list by 5 people.