



# Francia Guevara

## Public Relations Assistant

I have multiple years of experience in customer service, which has sharpened my verbal and written communication skills. My degree and opportunities that have risen from being in the field have exposed me to various ways to be communicative and open to new possibilities and challenges when given so, making me very flexible and willing to work in whatever deems necessary.

## Contact

### Phone

(832) 952-8088

### Email

franciaguevara@hotmail.com

### Address

Katy, TX 77493

## Education

May 2019-May 2023

### Strategic Communications in Public Relations, B.A

Minor in Business Administration

University of Houston

## Expertise

- Strong Customer Relation Skills
- Photoshop
- Verbal and Written Skills
- Microsoft Office Proficient
- Social Media Skills
- Critical Thinking Skills

## Language

English

Spanish

## Experience

### February 2021-Present

HEB | Katy, TX

#### Career Coach Admin

- Ideating and putting together creative job openings by using media advertisement
- Audit payroll reports to ensure hours are listed properly
- Process new hires; schedules training and store orientations
- Coordinate meetings, training sessions, and special projects / activities; plans / executes Partner events and recognition programs
- Assisted Community Coordinator
  - Arranges store leadership participation in the full range of community activities and events
  - Proactively provides creative input into development of Store's Public Affairs goals
  - Maintains strong community relationships, including public / private sectors, and non-profit organizations

### January- May 2023

University of Houston Valenti Alumni Association | Houston, TX

#### Event Coordinator

- Ensured that all accounts are strategically on target with clients' business objectives
- Articulate creative content for upcoming event.
- Managed day-to-day client activities such as planning, implementing and executing strategies and tactics
- Exhibited strong communication and presentation skills to effectively articulate ideas to colleagues
- Developed proposals and suggestions regarding clients' organization
- Managed internal and external communication to ensure officers uphold Valenti Alumni Association values and serve members well

## Relevant Projects

[IMC Campaign Project](#)

[Valenti Alumni Spotlights](#)

[Take the Stage PR Planbook](#)

[Valenti Alumni Planbook](#)