



# FRANCIA GUEVARA



PUBLIC RELATIONS ASSISTANT

## CONTACT



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Katy, TX 77493

## EDUCATION

### Bachelor of Arts

May 2019-May 2023

Strategic Communications  
in Public Relations

Minor in Business Administrative

University of Houston

## SKILLS

- Creativity
- Photoshop
- Microsoft Office Proficient
- Customer Relations
- Critical thinking
- Social Media

## ABOUT ME

My degree and opportunities 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.

## EXPERIENCE

### Career Coach Program Admin

HEB [Houston, TX](#)

Feb 2021 - Present

- Managed the HEB Career Coaching Program by implementing and executing a comprehensive career development framework to enhance career growth.
- Collaborated with 32 other locations' HR managers to identify individual partner needs and align coaching strategies with organizational objectives.
- Teamed up with internal stakeholders to design and perform career advancement programs, such as mentorship initiatives and job opportunities, to advance talent development.

### Event Coordinator

University of Houston Valenti Alumni Association [Houston, TX](#)

Jan 2023 - May 2023

- Managed day-to-day client activities such as planning, implementing and executing strategies and tactics.
- Developed proposals and suggestions regarding clients' organization
- Managed internal and external communication to ensure officers uphold. Valenti Alumni Association values and serve members well.

## LANGUAGES

English

Spanish

## PROJECTS

[IMC Campaign Project](#)

[Valenti Alumni Spotlights](#)

[Take the Stage PR Planbook](#)

[Valenti Alumni Planbook](#)