

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

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Email

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Address

Katy, TX 77493

Education

May 2019-July 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 Proficient
- Social Media Skills
- Critical Thinking Skills

Language

English

Spanish

Experience

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
- 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
- Responsible for Alumni Spotlight production and distribution of articles
- Managed internal and external communication to ensure officers uphold Valenti Alumni Association values and serve members well

February 2021-Present

HEB | Katy, TX

Career Coach Admin

- 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
- Maintains current, accurate filing system of Partners
- Provides Partners with information about benefits, H-E-B policies and procedures, and job postings
- Review department trainings, communicate, and follow-up with Department Managers
- 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

Relevant Projects

[IMC Campaign Project](#)

[Valenti Alumni Spotlights](#)

[Take the Stage PR Planbook](#)

[Valenti Alumni Planbook](#)