

JANETTE LIMON

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EDUCATION

California State Polytechnic University, Pomona Master of Science Degree: Digital Marketing	Present
California State Polytechnic University, Pomona Bachelor of Science Degree: Communication — Public Relation	April 2017
San Bernardino Valley College Associate Degree: Communication	May 2014

WORK EXPERIENCE

Reach Out Media & Marketing Coordinator	Upland, CA July 2024 – Present
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Supports the organization in executing media and marketing initiatives that align with the organization's mission, vision, and values.

- Manage and schedule posts for the organization's Facebook, Instagram, and Twitter (X) to align with overall editorial strategy and monthly themes.
- Coordinate with internal teams, supervisors, and external marketing consultants to develop content for events, promotional materials, and social media campaigns.
- Serve as a primary marketing representative for in-person and virtual events, including content capture and vendor coordination.
- Oversee the creation of printed and digital marketing materials, ensuring timely delivery and alignment with the organization's mission and vision.
- Maintain and update the organization's website, ensuring content is current and aligned with marketing efforts.

Reach Out Media & Marketing Specialist II	Upland, CA December 2021 – July 2024
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Assisted the Communications and Marketing Manager in developing and implementing media and marketing activities.

- Drafted, designed, and oversaw the distribution of all marketing and media outreach messages, publications, and communications campaigns related to the organization's activities, collaborators, and special events.
- Assisted with designing and maintaining the organization's brand, including the website, social media platforms, and marketing materials.
- Coordinated and created media for social media content to boost engagement and promote the organization's brand.

- Assisted with graphic and marketing needs of annual and signature events such as conferences and holiday events.
- Attended events, conferences, and forums to provide media-related support, including photography and videography.
- Conducted media-related trainings for staff members.
- Translated all communication, media, and marketing materials to Spanish.

**U.S. House of Representatives
Press Assistant**

**Ontario, CA
July 2021- December 2021**

Assisted the Communications Director in developing and implementing communications and digital media strategy.

- Drafted social media posts and managed social media platforms and website.
- Drafted press releases, talking points, and remarks for any public event or interview the congresswoman attended.
- Created graphics and edited photos/videos.
- Handles interview and video requests.
- Translated all press-related materials to Spanish.
- Assisted with communications outreach to district stakeholders.

**U.S. House of Representatives
Field Representative**

**Ontario, CA
August 2020 – December 2021**

Acted as a liaison between constituent groups, local businesses, local and state government, and the congresswoman.

- Supported the setup, execution, and participation in meetings, related events, and district projects.
- Prepared memos and background information for the Congresswoman prior to meetings and events.
- Responded to in-person, written, and telephone inquiries from constituents and stakeholders.
- Represented the congresswoman at public events in the district, made legislative presentations, and developed community outreach projects.
- Attended community meetings, networked with locally elected officials, and updated the Congresswoman on issues of importance within the district.
- Contacted federal agencies on behalf of constituents to resolve pertinent matters.

**Ontario Chamber of Commerce
Director of Operations**

**Ontario, CA
June 2018 – April 2020**

Ensured the execution of the day-to-day operations of the organization and handled reception duties. Maintained knowledge of goals, objectives, and services provided by the organization.

- Supervisorial Support: Internships; Planned, assigned, and evaluated work of interns; Interviewed, selected, and trained interns to ensure a productive work flow.
- Scheduled, attended, and participated in meetings as requested by the president; Met with

elected officials, business owners, and representatives of local groups.

- Event Planning: Attendee outreach, marketing and promoting, and logistical organization. Prepared an agenda or program, photography & social media awareness.
- Developed contact lists based on specific criteria and maintained membership records.
- Received all incoming monies, wrote receipts, and recorded as necessary; prepared and mailed out renewal letters and followed up on outstanding invoices.
- Created and maintained an accurate filing system; prepared all outgoing correspondence.
- Outreach: Created different graphic designs to meet specific requirements; created and scheduled weekly newsletters; developed social media posts and monitored different social media outlets; updated/maintained the organization's website.
- Visited various businesses in the City of Ontario to compile and report data back to the city's Economic Development department.
- Fundraising: Compile a list of possible sponsors/donors for various events. Contacted different businesses throughout the Inland Empire to request sponsorships and/or donations.

SKILLS

- Excellent written and oral communication
- Adobe Creative Cloud
- Microsoft Word, Excel, Publisher, PowerPoint, Outlook, and Internet application
- Fluent in verbal and written Spanish skills.
- Ability to work in a fast-paced environment.