

# Summary

Bilingual digital marketing professional with a strong foundation in media coordination, nonprofit communications, and data-driven outreach. Skilled in managing cross-functional marketing campaigns and creating impactful bilingual content for diverse audiences.

# Contact

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# Education

**M.S. in Digital Marketing**, Cal Poly Pomona (In Progress)

**B.S. in Communication (Public Relations)**, Cal Poly Pomona, 2017

**A.A. in Communication**, San Bernardino Valley College, 2014

# Experience

## Media & Marketing Coordinator, Reach Out

*Jul 2024 – Present*

- Lead digital campaigns for health equity, youth engagement, and community events
- Manage brand alignment across departments and design all outreach materials
- Promote major conferences like NICC and Día de los Muertos

## Media & Marketing Specialist II, Reach Out

*Dec 2021 – Jul 2024*

- Designed social media content and translated bilingual materials
- Boosted engagement for harm reduction, youth coalitions, and mental health campaigns

## Press Assistant, U.S. House of Representatives

*Jul 2021 – Dec 2021*

- Drafted speeches, press releases, and managed digital content for the office
- Handled media inquiries and designed social graphics

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

*Aug 2020 – Dec 2021*

- Liaised with local leaders, hosted town halls, and resolved constituent issues

## **Director of Operations, Ontario Chamber of Commerce**

*Jun 2018 – Apr 2020*

- Coordinated events, member engagement, and all internal communications
- Created weekly newsletters, managed website, and led intern training

## **Skills**

- Adobe Creative Cloud, Canva, WordPress, Mailchimp
- Google Analytics, Constant Contact, Quarto
- Fluent in Spanish (written and verbal)