

Rebeca Checo

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OBJECTIVE: Dedicated, reliable young woman who recently received a Bachelor's Degree in Arts in Public relations from Barry University in Miami and has relocated to New York. Seeking a position to work in an environment which will give me a chance to explore the workings of the industry as well as achieve the corporate goals of your organization.

EXPERIENCE

Think PR

New York, NY

Public Relations Assistant/ Intern

August 2015-Present

- Responsible for developing weekly reports on the company's clients' competition that includes estimated sales figures and mentions of the competition in the press
- Develop and distribute press releases that announce upcoming events and activities for clients
- Create press clippings to send to clients ensuring their placements within media(magazines and digital) outlets
- Monitor social media for product placement within posts
- Attend and assisted in events for respective clients
- Trained new interns on all aspects of clients and improvement of public relations

Bitton Events

North Miami, FL

Public Relations Assistant Director

January 2015-May 2015

- Published press releases, brochures and any public related material to media outlets
- Produced mass communications through email blasts and marketing campaigns
- Planned, coordinated and executed events, overseeing the planning and operations of weddings, private parties and galas.
- Responsible for creating summary reports each week on important news developments in the wedding industry
- Dedicated to making sure the company's strategy is consistent and reflects the company's vision

Smoothie King Franchises Inc.

North Miami, FL

Supervisor

September 2013-May 2015

- Delegating work duties to shift staff members
- Updating of company's nutritional supplements and vitamins interactively to meet weekly sales quota
- Developing, managing and implementing promotions in order to drive sales
- Monitored each transaction through point of sale system
- Providing guests with information regarding company products

NY Downtown Hospital

New York, NY

Customer Service Representative

May 2007-August 2012

- Obtained information to effectively pre-register and register emergency and admitted patients
- Data entered patient demographic and health insurance information of incoming patients
- Reviewed ER census and bed management functions for proper bed placement
- Performed filing, data management, and editing of office memos
- Monitored and assisted with new worker training and assisted with all other administrative duties

EDUCATION

Barry University

Miami, FL

Bachelors of Arts in Public Relations

May 2015

QUALIFICATIONS

- Bilingual Fluently (English/Spanish)
- Proficient in Microsoft Office, (Word, Excel, Power Point) and Adobe(Photoshop, Dreamweaver)
- Productive in a high volume, high stress environment
- Excellent written and verbal communication skills, with an eye for detail
- Able to communicate effectively both written and orally
- Seven years of Customer Service