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