

# Dixie Valle

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## EDUCATION

University of California, Berkeley

May 2022

B.A. Political Science, Minors: Education and Public Policy

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## PROFESSIONAL EXPERIENCE

**LIONESS** - *Marketing Intern*

May 2021 – Present

(*Women's Wellness Startup*)

- Write 800-1,000 word informative blog articles three times a month using search engine optimization to identify interested consumer groups
- Create content for TikTok by researching trends, creating social media series, and informative posts resulting in an increased TikTok presence
- Manage the brand's Instagram account with 28k followers, increased the number of engagement by a 5% growth rate per month by initiating story poll campaigns, reels, etc.
- Recommend and advise future marketing strategies via partnerships, giveaways, q&a's by analyzing the needs of customers

**UC Berkeley Student Affairs Department** - *Writer*

Nov 2020 – Present

- Create informative blogs that are about campus resources/services, faculty, and student guides that are accessible to 40,000+ UC Berkeley students to inform them
  - Collaborate with UC Berkeley departments/student-run organizations by sending emails and hosting meetings to write articles on their organizations/departments
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## LEADERSHIP & ACTIVITIES

**The Berkeley Forum** - Social Media project manager

Jan 2021 – Present

- Create, draft, and finalize Instagram, Twitter, and Facebook graphics, events, captions, and ads to promote speakers resulting in an increase of reach by 1000+ people
- Train 6-8 members in 1:1 settings on how to create content, post, and use strategies to increase engagement on Facebook, Twitter, Instagram, and TikTok
- Conduct extensive research analysis on our social media platforms and potential techniques to increase engagement on social media

**Connect-In-Place** - *Social Impact Co-Head*

Aug 2019 – Sept 2021

(*Education equity organization*)

- Managed a 25k budget and researched where to allocate the fund by meeting with different school districts and assessing the biggest needs resulting in the purchase of 40+ laptop donated to an underfunded community
  - Oversaw partnerships by meeting 3-5 times a month to assess the agreements of our relationship such as grants, resource sharing, etc.
  - Collaborated with lawyers and attended joint meetings to establish this organization as a non profit organization
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## SKILLS AND INTERESTS

**Skills:** Microsoft Office, Excel, Powerpoint, Editing, Writing, Photoshop, Illustrator, SEO

**Languages:** English (fluent) ■ Spanish (fluent)

**Interests:** Teaching, Reading, Social Media