

Krista Vera

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EDUCATION

University at North Carolina Chapel Hill – Chapel Hill, North Carolina

Expected: May 2027

B.A. Advertising & Public Relations and Information Science Double Major; Shuford Program of Entrepreneurship Minor

EXPERIENCE

Carimus

Raleigh, NC

Project Management Intern

May 2025 – Present

- Coordinate cross-functional web + brand experiences valued at \$25K–\$100K, driving timely delivery and quality execution.
- Develop and design client decks and creative briefs that translate strategic goals into compelling visual narratives.
- Research competitors and audiences to create marketing concepts and elevate UX direction for national and nonprofit clients.
- Lead an active client sprint and boost project velocity by 20% by implementing agile planning and organization.

We Plant it Forward

Chapel Hill, NC

Public Relations Assistant (MEJO 332)

August 2025 – Present

- Wrote a press release and branded newsletter that reached 2,000+ community members, advancing organizations sustainability initiative.
- Collaborating with nonprofit leadership to shape brand messaging and align outreach materials with environmental advocacy goals.

Maxam Hotels

Remote

Marketing & Public Relations Intern

March 2025 – May 2025

- Facilitated the pre-launch of a boutique hospitality brand by executing influencer outreach, curating digital assets, and coordinating partner events.
- Drafted marketing copy for emails and web content to reinforce cohesive brand voice and engagement.
- Managed outreach to 200+ partners, tracked performance analytics, and compiled data-driven marketing recaps.

COMMUNITY INVOLVEMENT

UNC Hussman School of Journalism and Media

Chapel Hill, NC

Student Ambassador

August 2025 – Present

- Plan and execute high-profile school events with 300+ attendees, coordinating logistics, flow and guest experience.
- Deliver campus tours and present to prospective students and alumni to promote program engagement.

Pearl Hacks

Chapel Hill, NC

Media & Publicity Committee Member

September 2024 – February 2025

- Produced multimedia content and captured event coverage that engaged 3,000+ followers across platforms.
- Elevated social-media performance 15% by launching creative campaigns celebrating participants and event culture.

SKILLS

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- **Tools:** Premier Pro, Figma, Canva, HTML/CSS, Cap Cut, Adobe Express, WordPress, Google Workspace, Excel, Asana, Notion.
 - **Communication:** Strategic messaging, brand development, content creation, stakeholder communication, SEO, AP Style writing, Press Kit.
 - **Project Management:** Agile Methodology, Timeline Planning, Client Communication, Documentation, Presentation Decks, SOWs, Meeting Recaps.
 - **Professional Strengths:** Detail-Oriented, Storytelling, Driven, Collaborative, Proactive, Innovative.