

# Krista Vera

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## EDUCATION

<b>University at North Carolina Chapel Hill – Chapel Hill, North Carolina</b>	<i>Expected: May 2027</i>
<i>B.A. Advertising &amp; Public Relations and Information Science Double Major; Shuford Program of Entrepreneurship Minor</i>	

## EXPERIENCE

<b>Carimus</b>	Raleigh, NC
<i>Project Management Intern</i>	<i>May 2025 – Present</i>

- 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.

<b>We Plant it Forward</b>	Chapel Hill, NC
<i>Public Relations Assistant (MEJO 332)</i>	<i>August 2025 – Present</i>

- 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.

<b>Maxam Hotels</b>	Remote
<i>Marketing &amp; Public Relations Intern</i>	<i>March 2025 – May 2025</i>

- 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 complied data-driven marketing recaps.

## COMMUNITY INVOLVEMENT

<b>UNC Hussman School of Journalism and Media</b>	Chapel Hill, NC
<i>Student Ambassador</i>	<i>August 2025 – Present</i>

- 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.

<b>Pearl Hacks</b>	Chapel Hill, NC
<i>Media &amp; Publicity Committee Member</i>	<i>September 2024 – February 2025</i>

- 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

- **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.