



LAURA GONZALEZ

ELIGIBILITY WORKER II

CONTACT

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EXPERIENCE

ELIGIBILITY WORKER II

DPSS-SOUTH CENTRAL | SEPT. 2016-PRESENT

- Interviews applicants or participants receiving public assistance to obtain financial and other eligibility data.
- Reviews and analyzes financial and eligibility information to determine initial or continuing eligibility for one or more public assistance programs.

PRODUCTION ASSISTANT

LA 36 | FREELANCE

- Built social media calendar, posts, advertising and promotions across social media platforms.
- Wrote scripts, shot and edited video for web series.
- Set up cameras and lighting for studio production

SOCIAL MEDIA MANAGER

USAHOMES RENTAL PROPERTIES |

- Worked remotely developing the company brand using social media outlets.
- Produced PPC campaigns, Landing pages, FB Ads, Marketing campaigns, and keyword research for SEO development.
- Planned and implemented promotional campaigns along with monitoring and improving lead generation.

PUBLIC RELATIONS ASSISTANT

BARCELONA ENTERPRISES |

- Promoted events and engaged with followers on a daily basis through social media outlets steadily increasing followers and likes.
- Designed and wrote promotional content; brochures, flyers, and newsletters.
- Wrote press releases and sent them to local television stations, magazines, radio stations and bloggers.

STAFF REPORTER

EL NUEVO SOL | AUGUST 2014 – NOVEMBER 2015

- Helped write and design E-book to promote awareness and healthy living among LA County’s low income residents.
- Created visual representations of data to be displayed in a unique way that can be seen, rather than read

EDUCATION

BACHELOR OF ARTS, MAJOR IN JOURNALISM

CALIFORNIA STATE UNIVERSITY NORTHRIDGE | 2011 - 2015

SKILLS

- SEO and Google Analytics
- Social media strategy
- Marketing
- Web content development
- Copywriting
- Corporate blogging
- Project management
- Layout design
- Photo editing
- Market research