**Paulina Lopez**

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**education**

**The George Washington University Washington, DC**

**Bachelor of Arts in Organizational Science Expected January 2023**

GPA: 3.46

Minor in Journalism and Mass Communication.

**experience**

**Soy RD Remote**

**Community Manager September 1 - Present**

* Manage Instagram, Facebook, LinkedIn and X social media pages.
* Discuss content creation with freelance graphic designer.
* Create social media posting calendar.

**Front Burner Marketing Remote**

**Micro-Internship – Parker Dewey July 12 2022 – July 19 2022**

* Vetted 847 links for client’s website backlinks – content was had to match with company’s goals and mission.

**Topic Insights Remote**

**Content Writer Intern October 2021 - January 2022**

* Participated in weekly team meeting to pitch article ideas and discuss overall growth of brand.
* Authored two articles per month published on online website about relevant topics likely to boost viewership.
* Implemented SEO optimization techniques, using platforms SEMrush and Yoast.

**Electric Charge Me Remote**

**Freelance Content Writer Summer 2021**

* Utilized plug-in Yoast to optimize SEO and ensure more webpage traffic and visibility.
* Authored two articles recommending best brand and model for selected electronic gadgets on website Electric Charge Me.

**La Quinta Pizzeria Santo Domingo, Dominican Republic**

**Media Manager November 2020 - April 2021**

* Managed social media content promoting restaurant events.
* Led conceptualization of brand image.
* Contacted artists and worked alongside for brand artwork.

**Somos Mundo Baltimore Newspaper Remote**

**Journalism Intern September 2020 - December 2020**

* Authored and published two articles relating to public policy and political climate.
* Compiled a daily summary of relevant news in the Baltimore area to share on Facebook platform.

**skills**

Languages: Spanish and English, native fluency.

Computer: Microsoft Office (Word, PowerPoint, Excel), Adobe Applications (Photoshop, Illustrator), GSuite Applications (Google Docs, Drive, Sheets), Zoom, Canva, Gephi, R Studio

SEO Tools: YoastSEO, SEMrush.

**awards**

Dean's List Spring 2022

George Washington University Presidential Scholarship