

# Paulina Lopez

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## EDUCATION

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**The George Washington University**

**Bachelor of Arts in Organizational Science**

GPA: 3.46

Minor in Journalism and Mass Communication.

**Washington, DC**

**Expected January 2023**

## EXPERIENCE

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**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

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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

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Dean's List Spring 2022

George Washington University Presidential Scholarship