

Jorge Herrera

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Los Angeles, California

Skills

- Ability to work in a fast-paced, intense environment and smoothly solve issues.
- Proven ability to identify, analyze, and solve problems through projects and situations.
- In person, over the phone, and email customer service experience.
- Social Media Management
- Experience in Salesforce, Confluence, Trello, Active, Jira, Citrix, Zendesk, Hootsuite, Microsoft Office and Google Docs.
- Fluent in English and Spanish.
- Heavy data entry

Experience

Content Review Associate (Contract) **Snap Inc** **Los Angeles, CA** **October 2019 - March 2020**

- View and action on reported content for Trust and Safety team. .
- Identify, escalate and help drive solutions for new issues, trends and potential bugs.
- Respond to user enquiries and escalations pertaining to user safety through Zendesk.
- Review and gather evidence to support the decisions and actions you take.

Brand and Tour Leader **Experience America** **Los Angeles, CA** **January 2019 - July 2019**

- Create and implement outreach efforts to recruit students for summer programs and host families.
- Heavy data entry that involves creating events, activities, programs and calendar for companies app.
- Make 800+ calls and emails to recruit students for summer programs.
- Work all logistics to book and negotiate for events, venues and vendors.
- Run companies social media accounts by posting, creating content and replying to audience.
- Coordinate transportation for all activities, coordinate with transportation companies and locations.

Social Media Content Analyst **Cognizant** **Phoenix, AZ** **March 2018 - December 2018**

- Moderating Facebook and Instagram content to secure all content follows the correct policy and procedures.
- Use cultural knowledge and staying up to date with all trends to accurately resolve reported content.
- Make well-balanced decisions and be an effective advocate for the social media community.
- Meet daily, weekly, and monthly accuracy goals and escalate when they go above the companies policies.

Social Media & Events Team Lead **AZ SciTech Festival** **Phoenix, AZ** **December 2015 - January 2018**

- Create daily engaging content and schedule news, events, and activities related to STEAM for our audience.
- Serve as social media sites moderator to ensure content is appropriate for all audiences.
- Communicate with audience via email, phone and in person as outreach to create partnerships.
- Coordinate everything related to onsite executions such as booking venues and working with vendors.
- Plan and design activities to increase audience attending events and to promote brand.

Campus Recruiter **CAPA International** **Tempe, AZ** **December 2013 - May 2015**

- Recruit new students for a variety of study abroad programs through on campus projects, email, social media and over the phone. Assist with applications, financial aid, VISAS, internships and more.

Brand Promotion Experience

- **Comicon, May 2017 - October 2019**- Point of Sales/ Guide celebrities to photo booths and panels.
- **Copa Univision, September 2014 - 2016**, - Set up activations and promote goldfish brand.
- **Superbowl 49 Pepsi Staff, January - February 2015** - Greet VIP guests arriving to Phoenix and promote Pepsi.
- **CAPA International Student Council London, Fall 2013** - Coordinate events for students in London.

Education

BA, Interdisciplinary Studies in Communication, Film and Media
| **Arizona State University** | Phoenix, AZ

References Provided Upon Request