



Katia Perez-Sanchez

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Experience

Marketing Intern

January 2023 – Present

The Law office of Chad Barr, Orlando, FL

- Conduct research on possible clients and other firms
- Create informational brochures/videos/photos
- Handle the firm contact list, updating information
- Work with attorney to create an opening statement PowerPoint presentation

Social Media Intern

September 2021 – May 2022

Track Shack, Orlando, FL

- Content creation and scheduling for Instagram, Facebook and Twitter accounts
- Account management for Facebook groups for ongoing events
- Started and implemented TikTok account and strategy
- Social media reporting and presentation for weekly board meetings
- Photographed and took video footage for over 15 events
- Created original imagery for all social media posts using Canva

Front Desk Attendant

August 2019 – February 2020

Prana Yoga Miami, Miami, FL

- Greeted guests and responded to guest inquiries and requests
- Provided a positive customer experience with an optimistic, helpful attitude
- Set up and explained new membership contracts
- Processed and received membership fees using Mind and Body
- Cleaned and maintained yoga studios after each class

Education

Bachelor of Arts, Advertising / Public Relations, University of Central Florida

Present – May 2024

Minors: Entrepreneurship, Pre-Law

University of Central Florida

Associate of Arts, Valencia College

August 2020 – May 2022

Valencia College

- Relevant Courses: Introduction to Business, Fundamentals of Speech, Writing For Social Media, Visual Media Essentials, Mass Media, Statistical Methods, Principles of Macroeconomics, Data Literacy for Communicator

Skills & Certifications

- **Skills:** Proficient in Microsoft Excel, Word, and PowerPoint, Bilingual (English & Spanish), Experienced in Hootsuite, Final Cut Pro X, Canva
- **Certifications:** Social Media Communication Support, Hootsuite Platform Certification