

# VICTORIA PEREZ

DePaul University graduate, trained in digital marketing and music business.  
Experienced in event coordination, office management, and artist relations.  
Detail oriented self starter, and always willing to learn

## Contact

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## Experience

### Community Coordinator -EvolveHer

Chicago, IL/Remote - November 2019-Present

- Utilize HubSpot to assist with CRM, content management, and email marketing
- Collaborate with events team to manage bookings and special events calendars
- Manage admin duties, office maintenance, and 800 member/contact accounts
- Work directly with CEO to manage content and launch new member platform

### Day of Show Hospitality -Lincoln Hall | Schubas Tavern

Chicago, IL - October 2018-March 2020

- Served as liaison between venue and artist, manager, and crew on day of show
- Recorded all hospitality expenses and prepared report for settlement
- Utilized various POS systems to track inventory and sales of merchandise
- Trained and supported interns in hospitality and merchandise tracking

### Music Department Intern-Lincoln Hall | Schubas Tavern

Chicago, IL January 2018-October 2018

- Crosschecked upcoming show list with our website
- Maintained and distributed promotional materials across both venues
- Scheduled ticket giveaways and promo posts for Twitter and Facebook

### Marketing Specialist-DePaul University, Office of Student Involvement

Chicago, IL - July 2018-July 2019

- Served as social media marketing liaison for 350+ student organizations
- Maintained a high industry engagement rate of 3.796%+ per Instagram post
- Oversaw social media calendar and scheduled posts via Hootsuite

### President-DePaul University, DePaul Activities Board

Chicago, IL - June 2017-June 2018

- Directed a team of 13 student leaders in coordinating large group campus events
- Strategized new organization structure to increase total membership
- Assisted in professional development workshop creation for leadership retreats

### Promotions Intern-Cumulus Media (101WKQX, 97.9 The Loop, WLS AM-FM)

Chicago, IL - May 2017-September 2017

- Represented Cumulus stations at 2+ fan engagement events per week
- Assisted in prize fulfillment by organizing winner and contest details
- Provided support for meet and greet events in *The Lounge*

## Education

DePaul University-Chicago, IL  
June 2019

BS- Digital Marketing  
Minor in Music Business  
Honors College  
GPA 3.37/4 ; Dean's List

## Skills

Microsoft Office Suite  
Project Management  
Basic Photoshop  
Basic Illustrator  
Collaboration  
Adaptability

## Activities

DePaul Activities Board

- President
- Community Coordinator
- FEST Security Assistant

DePaul Honors College

- Student Mentor

## Live Event Experience

Lollapalooza Chicago

- Guest Services

Vans Warped Tour

- Local assistant

101 WKQX Piqui

- Promotions