

GENESIS GALENO

PUBLIC RELATIONS & CONTENT MARKETING MANAGER

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SKILLS & TOOLS

Creative: Adobe Creative Suite (Premiere Pro, Illustrator, InDesign, Lightroom, Photoshop), Canva, CapCut

Web & Ecommerce: WordPress, Wix, Squarespace, Shopify, Magento, Amazon Marketplace

Project Management: Basecamp, Asana, Monday.com, Trello, Miro, Slack, Google Workspace

Languages: English and Spanish

PR & Influencer: Cision, MuckRack, Newswhip, Google Alerts, Grin, Upfluence, rewardStyle (LTK), GiveSmart

Marketing & Social: HubSpot, Mailchimp, Constant Contact, Community Rewards, Sprout Social, Google Analytics (GA4)

Expertise: Influencer Marketing, Media Relations, Content Strategy, Crisis Communications, Email Marketing, Campaign Analytics

WORK EXPERIENCE

CONTENT AND INFLUENCER MARKETING MANAGER SCENE SOCIAL MARKETING | OCTOBER 2023 - PRESENT

- Lead creative direction, content strategy, and client onboarding across 40+ luxury apartment accounts, developing brand-aligned visuals, templates, and feed aesthetics
- Manage influencer partnerships end-to-end, including sourcing, outreach (250+ monthly), contract negotiation, and scope deliverable management (30 partnerships per month)
- Manage paid social campaigns (Facebook/Instagram) and analyze content, and campaign performance to optimize strategy and drive engagement
- Develop and manage on-brand content across platforms using Canva, Photoshop, Sked, and Sprout, ensuring consistency and alignment with campaigns

SOCIAL MEDIA CONTENT CREATOR AND BRAND LEAD @BOOKSNBISTROS | DECEMBER 2021 - PRESENT

- Plan, shoot, and edit content end-to-end, defining the look, feel, and voice of a niche lifestyle platform
- Cultivate partnerships with lifestyle brands and publishers to produce promotional video content featuring exclusive ARCs, fueling a highly active community across Instagram and TikTok centered on lifestyle, books, food, and travel
- Drive consistent community interaction, achieving high organic engagement rates through platform-native content strategies (15% on Instagram, 28% on TikTok)

MARKETING AND COMMUNICATIONS MANAGER

ALZHEIMER'S ASSOCIATION SOUTHLAND CHAPTER | SEPTEMBER 2024- JUNE 2025

- Led integrated marketing and PR campaigns for major initiatives (Magic of Music Gala, Walk to End Alzheimer's), achieving 244K social impressions and an 8x growth spike in one month
- Spearheaded creative and digital execution for The Magic of Music Gala, designing full event branding and collateral (landing pages, sponsorship packets, print/digital invitations) while managing day-of operations and live social coverage
- Managed omni-channel communications and the marketing budget across website, email (Constant Contact), and paid media (broadcast, OOH, digital) to ensure brand consistency and reach

PUBLIC RELATIONS ACCOUNT EXECUTIVE THE MRKT | APRIL 2022 - JULY 2023

- Account Lead for Apple and McDonald's, directing PR strategy, client status meetings, and full project lifecycles; provided strategic account support for NBC and Hulu
- Executed the McDonald's Family Ambassador Program, leveraging influencer marketing to generate a social reach of 9.2MM through strategic initiatives
- Secured high-impact media coverage in Hispanic and trade outlets while managing crisis communications and reputation-saving messaging
- Managed event marketing logistics and post-event analyses to evaluate success and inform future brand strategies

WORK EXPERIENCE CONTINUED

ACCOUNT EXECUTIVE

ROX UNITED | JULY 2021 - MARCH 2022

- Managed major consumer accounts including Domino's, Got Milk?, and the CA Dept. of Water Resources, and successfully pitched and procured two new clients (Telemundo and California Strawberries)
- Drafted press releases and pitched media, securing coverage across general, Hispanic, and trade outlets while providing expert Spanish transcriptions for press and social materials
- Cultivated strong influencer relationships and provided on-the-ground support for experiential brand activations
- Directed end-to-end project workflows, including creative briefs, timelines, meeting facilitation, and status reporting

BILINGUAL ACCOUNT COORDINATOR

MBI MEDIA | JUNE 2020 - JULY 2021

- Facilitated community outreach and stakeholder engagement for major transportation agencies (Metro, Caltrans, OCTA), coordinating virtual events, public meetings, and media briefings
- Developed bilingual outreach collateral and digital plans, including phone banking scripts, PowerPoint decks, e-blasts, and project website updates to foster cross-agency collaboration
- Tracked and reported media coverage to analyze public opinion and adapt strategies, while managing project progress reports and budget planning efforts for invoicing

ECOMMERCE MARKETING AND SOCIAL MEDIA ASSOCIATE

NICOLE INC | JANUARY 2020 - MAY 2020

- Managed bilingual social media strategy, creating, planning, and analyzing content for 10 accounts in English and Spanish using Adobe Creative Suite and Buffer/Hootsuite, increasing Instagram and Facebook engagement by 15%
- Designed and distributed bi-weekly email campaigns utilizing Photoshop and Constant Contact, successfully driving a 20% increase in click-through rates
- Developed and executed a brand ambassador program to strategically expand brand visibility, cultivate community, and enhance audience engagement
- Optimized e-commerce copywriting and visual assets, developing and uploading product descriptions and photography across Shopify, Magento, Amazon, and other third-party marketplaces

PUBLIC RELATIONS GRADUATE ASSOCIATE

GOLIN | APRIL 2019 - DECEMBER 2019

- Developed key messaging and provided account support for high-profile clients including Walmart, Twitter, Hyatt, KeVita, and the Amgen Foundation.
- Managed comprehensive media monitoring and reporting utilizing industry databases (Cision, MuckRack, Newswhip) to track competitive and industry trends.
- Conducted journalist research and media audits to develop briefing sheets, media plans, and award submissions that enhanced client visibility.
- Created digital and press collateral, including social media calendars, press materials, and professionally designed presentation decks.

FABRIC BUYER AND DIGITAL/DESIGN ASSISTANT

LILY BLEU | DECEMBER 2016 - APRIL 2019

- Managed the end-to-end fabric procurement process, sourcing materials and placing high-volume orders with industry vendors to ensure production timelines were met.
- Negotiated pricing with fabric salesmen and retail buyers, consistently maintaining a 30-50% profit margin for the brand.
- Designed and developed professional line sheets used to pitch seasonal styles to high-profile department store buyers, including Nordstrom Rack, TJ Maxx, and Marshalls.
- Maintained the e-commerce platform and inventory management, uploading new products to Shopify and tracking fabric stock levels for accurate production planning

EDUCATION

CALIFORNIA STATE UNIVERSITY LONG BEACH

Bachelor's degree in Journalism: Public Relations with Minor in Communications