

CONTACT

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SKILLS

Project Management

Graphic Design

Influencer Marketing

Content Management

Creative Thinking

Email Marketing

Communications

Copywriting

TOOLS

Adobe Creative Suite

Canva

Mailchimp

Constant Contact

Asana

Hootsuite

Microsoft Office

Shopify

Cision

Muck Rack

LANGUAGES

English

Spanish

GENESIS GALENO

PUBLIC RELATIONS AND DIGITAL MARKETING SPECIALIST

WORK EXPERIENCE

DIGITAL CREATOR AND INFLUENCER/CONTENT MANAGER SCENE SOCIAL MARKETING | AUGUST 2023 - PRESENT (FREELANCE)

- Identify, recruit, and nurture relationships with influencers aligned with client brand goals and target audiences that are executed within budget
- Schedule and coordinate lifestyle photoshoots to enhance brand representation
- Post engaging content on Instagram stories across 60 accounts, resulting in overall increase in average audience engagement of 18%
- Monitor and analyze influencer and client social media performance metrics, providing insights and recommendations for continuous improvement
- Create event promotions across 60 social media accounts on Canva/Photoshop and schedule on Sprout for efficient and coordinated campaigns; manage editorial calendars
- Execute social media copywriting in English and Spanish, catering to a diverse audience

PUBLIC RELATIONS ACCOUNT EXECUTIVE THE MRKT | MAY 2022 - AUGUST 2023

- Account support across accounts including: Apple Inc. (App Store and Apple Devices), McDonald's, Finhabits 401k and Citrus Tree Pest and Disease Prevention (CPDPP)
- Execute McDonald's Family Ambassador Influencer Program generating a social reach of 9.2MM and counting through program initiatives
- Conceptualize multiple ideas on how to promote shows and movies for NBC, Hulu, XYZ Films as well as initiatives for McDonald's of Southern California
- Pitch and generate media coverage across Hispanic media
- Plan and work on logistics, operate events and develop post-event reports and analyses
- Support in identifying and cultivating relationships with influencers and journalists
- Design, research and draft biweekly newsletter distributed to Apple Inc. internal team
- Create editorial calendar for client angles; manage social content for @mrktco Instagram

DIGITAL CONTENT CREATOR

BOOKSNBISTROS | JUNE 2021 - PRESENT

- Design templates and evergreen graphics, take and edit videos/photos using Photoshop, Canva, Adobe Premiere, CapCut and Lightroom
- Conceptualize posts and maintain social media presence across @booksnbistros TikTok and Instagram accounts
- Maintain an Instagram engagement rate of 15% with 1.2K followers and TikTok engagement rate of 28% with 1.6K followers

ACCOUNT EXECUTIVE

ROX UNITED | AUGUST 2021 - APRIL 2022

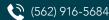
- Account lead support on consumer accounts including: Telemundo, Domino's, California Strawberries, California Department of Water Resources, SouthNorte and Got Milk?
- Research, draft and distribute client press releases to the news and blogs
- Pitch and generate media coverage across general market, Hispanic and trades
- Contribute to new business development pitches and design presentations while helping ROX procure 2 new clients: California Strawberries and Telemundo
- Provide Spanish transcreations for social media assets, graphics and press materials
- Cultivate relationships with influencers and provide experiential activation support
- Project management including distributing agendas and recaps, creative brief, project tracker and timeline development, and scheduling meetings as needed

BILINGUAL ACCOUNT COORDINATOR MBI MEDIA | JULY 2020 - AUGUST 2021

- Outreach support: Metro, Metrolink, OCTA, SANDAG, CaltransRiverside Transit Agency
- Facilitate virtual events, shareholder meetings, public meetings and media briefings
- Identify, track and report media coverage to assess public opinion
- Create digital promotional plans, media lists and outreach plans for projects
- Develop outreach collateral materials: phone banking scripts, PowerPoint decks, fact sheets/FAQs, eblasts, social posts, call/text alerts, project website updates and virtual meetings room boards as needed
- Develop project progress reports for invoicing and support in budget planning



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WORK EXPERIENCE CONTINUED

ONLINE MARKETING AND SOCIAL MEDIA ASSOCIATE NICOLE INC. | FEBRUARY 2020 - MAY 2020

- Design and /distribute bi-weekly email campaigns using Photoshop and Constant Contact while increasing the click rate by 20%
- Develop copy and upload new descriptions and photos onto Magento, Amazon and other third-party marketplaces
- Create, plan and analyze content for 10 social accounts in English/Spanish using Adobe Creative Suite, Buffer/HootSuite and increased 15% engagement on Instagram/Facebook
- Develop and execute of brand ambassador program

PUBLIC RELATIONS GRADUATE ASSOCIATE GOLIN | APRIL 2019 - DECEMBER 2019

- Journalist research, conduct media audits and develop briefing sheets
- Utilize databases (Cision, MuckRack, Relevance Radar, Newswhip, Google Alerts) for competitive and industry media monitoring to develop/distribute reports
- Develop key messaging, provide new business support and day-to-day account support for projects including: Walmart Media Group, Walmart Sustainability, Twitter, Hyatt, KeVita, Amgen Foundation, First 5 California, Apttus
- Create social media calendars and press materials; design and develop presentation decks
- Draft pitches, media pitching and develop media plans; researching for award submissions

FABRIC BUYER AND DIGITAL/DESIGN ASSISTANT LILY BLEU | DECEMBER 2016 - APRIL 2019

- Purchase fabric for styles, build relationships with fabric salesmen and retail buyers in the garment/fashion industries
- Design line sheets to pitch to high profiled department store buyers including: Nordstrom Rack, TJ Maxx, Marshalls, Ross, Von Maur, Burlington
- Develop an online brand voice through social media and launch e-commerce program
- Support in sales and negotiate prices with buyers while maintaining a 12-20% profit margin
- Upload products onto Shopify while tracking sales and inventory on garments and fabrics

PUBLIC RELATIONS AND GRAPHIC DESIGN INTERN GLAM LATTE | JANUARY 2016 - MAY 2016

- Project the Glam Latte brand voice across social media platforms (Instagram, Facebook, Twitter and Pinterest) for target audiences
- Write informative and engaging product descriptions in a brand voice on Reward Style, E-bay and Poshmark
- Plan, write and schedule blog posts through WordPress, Google Sheets and Hootsuite
- Update and maintain media lists and conduct outreach on a weekly basis to at least 25-30 influencers and brands for collaborations
- \bullet Design weekly email blasts and optimize the website layout to resonate with audience
- Attend showrooms and collect items that resonate with the brand

EVENTS USHER

ARAMARK/GALEN CENTER | NOVEMBER 2015 - DECEMBER 2016

- Ticket scan, greet and escort guests to designated seats while providing the best service
- Maintain order and ensure adherence to safety rules and answering guest questions
- Provide general assistance to guests in line with the core values of the USC Galen Center

DAILY STAFF SUPERVISOR

RISING TIDE | NOVEMBER 2014 - DECEMBER 2016

- Create and implement essential lesson plans and activities for the kids ages 4-15
- Complete scheduling duties for staff and kids, supervise classes, provide clerical assistance
- Prepare classrooms with a variety of materials and resources for children to learn and play
- Confer with parents/guardians and staff to resolve kids' behavioral and academic problems

MARKETING AND PUBLIC RELATIONS INTERN HELPLINE YOUTH COUNSELING INC. | AUGUST 2014 - MAY 2015

- Create media kit to include a social media calendar, program fact sheet, brochure media list, press release and biography
- Generate and schedule content across social media including Twitter and Facebook
- Design and distribute monthly newsletters via Mailchimp to send to donors and families

EDUCATION

CALIFORNIA STATE UNIVERSITY LONG BEACH

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