



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 transcriptions 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
- 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