



## 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 CONTENT MARKETING SPECIALIST

## WORK EXPERIENCE

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

- Lead creative direction across 40+ client accounts, designing custom templates, filters, overlays, and feed layouts tailored to each property's brand
- Create and schedule on-brand content across platforms using Canva, Photoshop, and Sprout, ensuring consistency and campaign alignment
- Conduct outreach to 250+ influencers monthly and manage 30+ brand-aligned partnerships per campaign based on budget and performance goals
- Analyze content and influencer performance, providing insights to optimize future strategy and drive engagement

### MARKETING AND COMMUNICATIONS MANAGER

#### ALZHEIMER'S ASSOCIATION CA SOUTHLAND | SEPTEMBER 2024 - JUNE 2025

- Lead regional marketing efforts across digital, print, and events, ensuring alignment with national branding and communications strategy
- Spearhead campaigns for The Magic of Music Gala, The Longest Day, and Walk to End Alzheimer's, driving strong turnout and community engagement
- Increased earned social impressions to 244K, including an 8x spike in one month, through targeted content strategy and event promotion
- Manage chapter website, e-newsletter, and paid media efforts; lead the design and revamp of all marketing materials, contributing to over 263M paid and 12M donated impressions

### PUBLIC RELATIONS ACCOUNT EXECUTIVE

#### THE MRKT | MAY 2022 - AUGUST 2023

- Day-to-day account management: Apple Inc. (App Store and Apple Devices), McDonald's, Finhabits 401k, Citrus Tree Pest and Disease Prevention (CPDPP), NBC, and Hulu
- Execute McDonald's Family Ambassador Influencer Program generating a social reach of 9.2MM through program initiatives
- Manage multiple projects from conception to completion, by anticipating challenges and ensuring deadlines were met; lead weekly status updates around PR initiatives
- Pitch and generate media coverage across Hispanic media and trade outlets
- Plan and work on event logistics and develop post-event reports and analyses
- Assist in crisis communication planning and response, ensuring effective messaging during critical situations
- Design and execute media relations campaigns that strengthened brand reputation

### ACCOUNT EXECUTIVE

#### ROX UNITED | AUGUST 2021 - APRIL 2022

- Account lead 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, Caltrans, Riverside 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

RIISING 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

## EDUCATION

### CALIFORNIA STATE UNIVERSITY LONG BEACH

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