

## SUMMARY

Dynamic, versatile media professional with a 12-year portfolio of success across communications, social media management, copywriting, website content management, multimedia content development, external and internal communication production, and marketing. Seeking next-level career opportunity in a similar field. Finely honed leadership, relationship-building, written and verbal communication, project management, and organizational skills.

## SKILLS & PROFICIENCIES

- Social Media Management
- HTML, CMS, Drupal
- Adobe & Microsoft Suites
- Google Applications
- ConstantContact
- Salesforce & Pardot
- Copy Writing & Editing
- Photography and Graphics
- Digital Video Production
- Media Relations
- Data Entry and Analytics
- SEO and Social Media Optimization
- Press Release Writing
- Public Relations
- Project Management
- HootSuite
- MailChimp
- Corporate Communications
- Digital and Print Publications
- Communications Strategy
- Visual Content Production
- Brand Management
- AP Style
- Bilingual communicator; English & Spanish

## EDUCATION

### Bachelor of Arts in Journalism & History

State University of New York at Purchase College, 2012-2015

## WORK EXPERIENCE

### Birch Family Services - New York, NY

Senior Communications Manager • 2022 - Present

- Develop key messages, create all marketing materials to ensure consistent use throughout the organization.
- Create and implement outreach strategies to various internal and external audiences and ensure optimized message delivery on website and social media.
- Strategize and manage the creation of all organizational and marketing materials.
- Develop and manage content for print and online publications, including advertisement placements.
- Manage creation, printing, and publication of organization annual report.
- Craft content for use on social media, website, internal and external newsletters, and campaign and marketing emails.
- Develop media plans, establish relationships with media outlets, and craft press releases for distribution.
- Coordinate media coverage distribution to major media outlets.
- Lead implementation of SEO on website and social media strategy on all platforms.
- Manage and upload contacts of local and state elected representatives into database. Interact with officials and designated aides for media opportunities and press release coordination.
- Oversee and implement organization branding, ensure materials follow brand strategy and guide. Develop and enhance brand guide as needed.
- Create, manage, and distribute internal messaging for employees in close cooperation with Human Resources and CEO.

### Focus Media USA - Goshen, NY

Public Relations Manager • 2020 - 2022

- Conceptualized, drafted, and edited articles for internal and external client use in media deadline settings.
- Established and held ongoing communication to client's leadership team for maximum communication.
- Created layout and framework for daily news brief report. Circulated report and clips pertaining to clientele and general related information to client leadership team.
- Identified, analyzed, and documented negative news pieces and social media trends for client awareness, adhering to organization-wide communications protocols and strategy.
- Coordinated with Vice President for strategies to counter negative trending stories on clients.
- Filmed and photographed client organization subjects for marketing purposes to be distributed across multiple platforms for community-wide exposure.

### Putnam Northern Westchester BOCES - Hastings-on-Hudson, NY

Public Relations and Communications Specialist • 2020 - 2022

- Received two awards in the Excellence-in-Writing category for National School Public Relations Award's 2021 National School Communication Awards.
- Led communications across the entire school district consisting of three separate educational institutions, act as media liaison during emergencies.
- Developed marketing materials for district and village events for distribution across multiple media.
- Wrote and edited news articles to be posted to the district website and social media feeds.
- Photographed and produced video for events for use in articles, website content, and social media content.
- Managed and updated website using HTML, aid in redesign and implementation.
- Wrote and edited print newsletter detailing annual budget operations and district news items for delivery to entire district.
- Wrote, edited, and distributed press releases to local and state media organizations, local officials, and various state-wide school organizations.
- Managed all district social media and optimize for maximum engagement. Analyze social media data for overall communications strategy.

## WORK EXPERIENCE (CONT.)

### Governor's Office of Storm Recovery - New York, NY

**Communications Coordinator** • 2019 - 2020

- Conceptualized, drafted, and edited press releases for New York State Governor's press office use, government agency use, and internal use. Transmitted press briefs, releases, and agency events to local, state, and national media organizations via agency press email.
- Managed and oversaw organization social media presence.
- Established internal and external trackers and calendars for status of over 100 projects and held ongoing communication to large team of project managers, directors, and legal counsel.
- Oversaw, updated, and organized department archive, including previous communications and media.
- Implemented updates, uploaded press releases, and financial/policy documents to government agency websites.
- Communicated and coordinated with various vendors for ad placement, document translations, and reporting relating to government-to-public information. Monitored and circulated daily news briefings and clips pertaining to government programs and general information. Aided in identifying and reporting negative news pieces.
- Facilitated the relocation of HUD mandated court hearings on updated government documents to virtual atmosphere during Covid-19 epidemic.
- Filmed and photographed project construction sites, both completed and ongoing, for use on agency websites or archived material.

### Burke Rehabilitation Hospital - White Plains, NY

**Multimedia Specialist** • 2018 - 2019

- Filmed and photographed multiple subjects inside and outside the hospital, maintained photographic archives for the hospital and performed editing and retouching on media. Planned and executed video productions, dynamic interviews, recorded audio, edited and uploaded video work.
- Created and implemented written and visual content for the internal website and designed, wrote, and created content for marketing team including brochures, posters, flyers, and advertisements for internal and external use.
- Responsible for the creation and technical production of all computer-generated graphics, illustrations, and alterations to previous designs. Develop and assist with the layout of all in-house communications, including organization's annual report.
- Designed multimedia presentations including videos and PowerPoint slides for marketing, advertising, and event usage.
- Connected and develop relationships with vendors regarding audiovisual hardware for hospital conference systems. Coordinate and troubleshoot audiovisual systems when necessary. Responsible for set-up and maintenance of various conference systems for hospital-wide usage.

### News 12 Westchester- Yonkers, NY

**Producer/Assignment Desk Editor** • 2016 - 2018

- Established and cultivated solid working relationships with police, fire, and other community and civic resources.
- Played an integral role in initiating, planning, and developing special series and features; served as Reporter when required.
- Orchestrated talent, writers, associate producers, and technical team in the control room during local TV news airings.
- Earned NY State Press Award nomination for spot news coverage of Tappan Zee Bridge Crane Collapse (2016).
- Coordinated with reporters and photographers to pull in the latest on developing and breaking news. Ensured quick flow of new information on stories to producers, reporters, and digital staff.
- Built segments and develop story ideas from beginning to air. Responsible for the oversight of daily rundown changes and work with the show director and production crew to block newscasts.
- Feature produced food, entertainment, social media and lifestyle content.

## ADDITIONAL WORK EXPERIENCE

**Social Media Specialist - Guidance Center of Westchester** • 2016

**Writer/Photographer - Star Boxing** - 2011 - 2016

## AFFILIATIONS

**Public Relations Society of America**  
**National Association of Hispanic Journalists**  
**National Press Photographers Association**  
**Society of Professional Journalists**