

ELIZABETH PARRA

PROFESSIONAL SKILLS

SEO and Google Analytics
Agility
Meltwater
Adobe Creative Suite
Social media strategy
Marketing
Web content development
Copywriting
Corporate blogging
Project management
Layout design
Photo editing
Market research

PERSONAL SKILLS

Fluent in Spanish
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated

EDUCATION

WALTER CRONKITE SCHOOL OF
JOURNALISM AND MASS
COMMUNICATION, ARIZONA STATE
UNIVERSITY

B.A. Journalism and Mass
Communication 2015- 2017

Emphasis in Public Relations

CONTACT

E : elizabethparra5@yahoo.com
P : 928-581-7446

SOCIAL



@elizabethparra



@missparra



@missparra

References Available Upon Request

ABOUT

I am an experienced social media and public relations specialist seeking a full-time position in the field of social media and marketing communications, where I can apply my knowledge and skills for continuous improvement.

WORK EXPERIENCE

PUBLIC RELATIONS ACCOUNT COORDINATOR

LAVIDGE | January 2018- Present

- Helped secure local and national coverage for clients
- Crafted social media influencer campaigns
- Monitored and recorded all media coverage in clips and pivot tables
- Built national media lists and pitched stories to contacts

SOCIAL MEDIA & CONTENT SPECIALIST

Equality Health | Aug 2017- January 2018

- Built an effective social media strategy and campaign
- Produced extensive analytics reports on social performance across all channels
- Engaged media while delivering important multi-cultural brand recognition through news monitoring and research
- Increased social media following and clicks by 200%

PUBLIC RELATIONS INTERN

Off Madison Ave | May 2017- August 2017

- Maintained and produced daily social content for the agency's biggest client: the Arizona Office of Tourism
- Involved in the development of a new domestic travel campaign for this client which included preliminary research, pitching and building an extensive national media list.
- Generated corporate blog posts for the agency

PUBLIC RELATIONS & MARKETING INTERN

Make-A-Wish Arizona | September 2015 - February 2016

- Formed strong strategic marketing partnerships with donors and influencers, increasing brand recognition and reputation.
- Worked with the company's design team to create Spanish marketing content for online and print audiences
- Reported "Wish Kid Stories" features on Spanish speaking families and secured segment with Univision

COMMUNICATION & ENGAGEMENT INTERN

College Success Arizona | February 2015 - September 2015

- Developed visual strategy for social media content
- Conceptualized several social media campaigns to increase follower and engagement metrics
- Interviewed, reported and promoted "Student Success Stories" campaign across all digital platforms