

WORK EXPERIENCE

COMMUNITY HEALTH PLAN OF WASHINGTON, NORTH CENTRAL WASHINGTON REGION (REMOTE)

Community Outreach Specialist

June 2020 - Present

Duties for Community Health Plan of Washington (CHPW) include organizing and managing programs and relationships that promote community wellness in North Central Washington, specifically with community health centers and community based organizations. Identifying patient needs, monitoring programs and campaigns, helping with regional marketing and public awareness of CHPW plans. Holding weekly clinic hours, participating in a number of outreach events and growing relationships with multiple agencies/organizations in the area. Tracking and reporting progress on goals, including member growth and clinic participation.

VISCONTI'S HOSPITALITY GROUP, WENATCHEE WA

Marketing & Social Media Coordinator

December 2019 - June 2020

Supervised all marketing functions of Visconti's restaurants and businesses. Responsible for maintaining all menus, websites, printed materials, signage, uniforms, social media, events, community involvement, gift card, marketing file sharing and storage. Worked closely with the Operations Manager, developed annual marketing plans and events. In charge of designing and executing social media and online presence.

LEAVENWORTH CIDER HOUSE, LEAVENWORTH WA

Social Media Coordinator / FOH Manager

August 2018 - August 2019

Managed Leavenworth Cider House social media and website. Created social media campaigns to boost local and regional outreach. Increased followers and customer interactions. Designed and executed events, including tap takeovers with focus on cider education. Ran daily business practices and managed front of house staff.

WESTERN WASHINGTON UNIVERSITY ATHLETICS DEPARTMENT, BELLINGHAM WA

Social Media Intern

September 2015 - June 2018

Actively promoted athletic events on Facebook, Twitter, Instagram and Snapchat. Created and maintained a comprehensive look for all platforms. Communicated with various leaders in different departments as well as actively communicated with athletes and coaches. Monitored interactions with WWU Athletics followers. Designed graphics, newsletters and various Viking Athletic Club components.

EDUCATION AND ATTRIBUTES

WESTERN WASHINGTON UNIVERSITY

Public Relations, BA

September 2014-June 2018

HARD SKILLS

- Confident with Microsoft Suite
- Fluent in both English and Spanish

SOFT SKILLS

- Excellent written and verbal communication skills
- Experience speaking in public, to groups, or via online platforms
- Great team mentality with strong leadership attributes
- Multitasking and accountability
- Strong problem-solving and analytical expertise
- Creative, innovative and a quick learner

GRAPHIC DESIGN

Confident with Adobe Suite, specifically with Photoshop and InDesign. Practice creating informative and intriguing graphics to be distributed via social media, print or online.

SOCIAL MEDIA

Social media savvy. Worked with different social media platforms to increase content and interactions to build a larger following. I've learned skills through my many years participating in various settings, clubs and groups. Ran live in-game feed for followers, as well as used the Snapchat app to promote upcoming events to a specific demographic. Created multiple targeted outreach campaigns using social media.