

EDUCATION

SCHREINER UNIVERSITY FALL 2009 - FALL 2011



- B.A. Magna Cum Laude in Honors English. Overall GPA 3.68 out of 4.0 scale
- **Distinctions:** Sigma Tau Delta, Alpha Lambda Delta, Order of Omega, President's or Dean's List every semester, SU's President's Scholar, Journalism Scholar, Hatton Sumner's Scholar, Texas Heritage Music Foundation Slam Poetry Contest Winner 2010, Student Senate President of Senior Class, Phi Delta Theta New Member Educator and Recruitment Chairman, Muse Literary Magazine Editor-in-Chief

RELEVANT EXPERIENCE

ACCESS ESPERANZA CLINICS, INC.- Marketing Specialist; McAllen, SEP 2016 - PRESENT



- Co-authored a grant for \$50,000 to be applied toward infrastructure project
- Designed and market clinic appointment & program eligibility apps that have contributed to a 92% increase in website traffic
- Manage social media accounts and create posts that achieve 100-300% more views than other admins
- Developed a functional prototype of a free ride sharing app for patients
- Contributed marketing efforts that have increased clinic appointments. Projected 40% increase EOY
- Developed automated communication systems for appointment requests, follow-up, and scheduling
- Redesigned and rebranded agency marketing materials: infographics, services cards, banners, etc.

RGV NATURE COALITION- Web Development and Marketing Intern; RGV Area, JULY 2016 - NOV 2016

- Assisted in planning and implementing marketing and PR plans for an NPO revival and website launch
- Coordinated web development plans with local and state non-profit organizations
- Designed a website to suit the needs of the organization's mission
- Drafted and revised website according to director's vision as well as committee critique
- Consulted on ease of website UI, cross-browser compatibility, and general web functions
- Managed social media accounts
- Invited to assume Marketing Chair position when project resumes

MEN'S RIO MAGAZINE- Editor-in-Chief | Contributing Writer; McAllen, NOV 2013 - JUNE 2015

- Cooperated with publishers to bring 6,000 printed editions to market on time monthly
- Supervised a small staff for magazine publication and enforced deadlines
- Met strict deadlines for articles on personal, public, or agency interest
- Selected themes and story topics of interest to magazine reader base

FUVA MEDIA, LLC. - Creative & PR Consultant; McAllen, JAN 2014 - JUNE 2015

- Cooperated with editors, producers, engineers, and City officials on recycling campaign that reached over 134,000 people
- Cooperated with several local business owners and managers to produce marketing campaigns
- Customized brand awareness social media marketing campaigns for agency clients
- Supervised a small staff for project management of NPO's fundraising campaign which grossed \$20,000

FUVA MEDIA, LLC. - Social Media Acct. Manager | Marketing Acct. Specialist; McAllen, DEC 2013 - JUNE 2015

- Customized social media strategies for multiple clients
- Collaborated with creative team for PR and advertising campaigns including print, digital, video
- Created timely, engaging content optimized for intended audience and for social media platforms
- Monitored social media for customer service opportunities and initiate conversations on behalf of client
- Produced engaging and professional drafts of visuals that reflect client and their brand
- Stayed current with social media trends and tools including Google Analytics and WordPress

DAPPER SOCIETY BARBERSHOP- Web, Social Media, and PR Manager; Brownsville, TX FEB 2016 - PRESENT

- Coordinate web development plans according to specific client needs
- Consult on communication and scheduling efforts
- Manage and monitor small social media presence
- Consult on software selection and implementation
- Design supplementary promotional graphics

FENDER'S BARBERSHOP- Social Media and PR Manager; Brownsville, TX SEP 2015 – JULY 2017

- Assisted in the planning and implementation of its marketing and PR plans
- Managed social media accounts and published posts

FREELANCE CONSULTANT- Creative, PR, Social Media, Graphic 7 Web Designer; RGV Area, MAR 2012 - Present

- Consult on creative and writing efforts for clients' PR campaigns
- Consult on social media presence and outreach
- Design supplementary graphics according to clients' promotional needs
- Current Clients: CrossFit gym, whiskey distillery
- Past Clients: civil process server, private recording studio, film director & others

SCHREINER UNIVERSITY- Writing Center Tutor; Kerrville, OCT 2010 - DEC 2011

- Consultant on PR campaign involving writing workshops, presentations, digital/print media
- Copywriter for website design team; provided copy for educational blog content
- Audited and reported on South Central Writing Centers Association seminars

SCHREINER UNIVERSITY- Magazine Editor; Kerrville | DEC 2010 - MAY 2011

- Consultant on PR campaign for magazine: writing workshops, presentations, digital/print media
- Marketed the Muse Literary Magazine and received 100% more submissions
- Published the biggest edition of the literary magazine

PHI DELTA THETA- Recruitment CM | New Member Educator; Kerrville, JAN 2010-DEC 2011

- Acting administrator and moderator for chapter's first social networking page
- Created PR campaign involving digital and print media, fundraising, community service
- Managed the most successful, biggest recruitment cycle (300% increase) in chapter history

OTHER EXPERIENCE

IDEA PUBLIC SCHOOLS- English Teacher; Edinburg, FALL 2014-SPRING 2016

- Duties and accomplishments available upon request or effetescrabbler.com/resume

SURESCORE, INC.- Interventionist | Instructor; RGV Area, APRIL 2014-JUNE 2015

- Duties and accomplishments available upon request or effetescrabbler.com/resume

MCALLEN ISD – Literacy Extension Teacher; McAllen, FALL 2013-SPRING 2014

- Duties and accomplishments available upon request or effetescrabbler.com/resume

TEACH FOR AMERICA – Teacher | Hiring Coach | Cohort Lead; Houston & RGV, SUMMER 2013-SPRING 2016

- Helped small PR efforts including video production project
- Duties and accomplishments available upon request or effetescrabbler.com/resume

VILLAS DEL SOL APARTMENTS- Volunteer ESL Instructor; Austin, OCT 2012-MAY 2013

- Designed flyers to advertise class at the complex's community center
- Duties and accomplishments available upon request or effetescrabbler.com/resume

ADDITIONAL INFORMATION

Computer Skills: MS Office Suite, Graphic Design, Adobe Photoshop, Adobe Illustrator, Google Analytics, WordPress, HTML, GoogleApps Script, Sony Audio & Video Production

Languages: Fluent in Spanish and English

