

Jaynnie Gonzalez

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Objective: To obtain a public relations/ communications/ social media position that will utilize my knowledge of marketing, public relations strategies, event planning, social media and design skills.

Education

California State University, Fullerton

May 2015

Bachelors of Arts, Communications, Public Relations

Cum Laude Honors: 3.62 GPA

Work Experience

V.G. Freight

December 2011- present

Digital Media Specialist

- Created and updated website and currently working on increasing website visits
- Created Facebook account and working on increasing “likes”
- Maintaining relationships with customers by making and answering phone calls and e-mails
- Providing office support by answering phone calls and filing/organizing paperwork

Center for Research on Educational Access & Leadership (C-REAL)

January 2015- May 2015

California State University, Fullerton, College of Education

Public Relations Coordinator & Social Media Specialist

- Maintained and updated information on center’s website using WordPress & created a brochure & e-newsletter
- Acted as a liaison between the center, the public, and the press by obtaining media coverage
- Wrote, edited, proofread, formatted and accurately posted content on various social media channels (Facebook, Twitter, Instagram, Linked In) and edited images on Photoshop for social media post and website
- Created data report summaries and performed data entry

Practical Advantage Communications: CSUF’s Public Relations & Advertising Agency

January 2015- May 2015

Public Relations & Events Coordinator

- Updated client’s website and increased website visits to 762 visits in 15 weeks
- Managed social media channels and email marketing content
- Planned events, created outreach material contacted local organizations to increase attendance
- Measured growth of social media channels and awareness by conducting surveys and use of analytics
- Made presentations and reported to client all public relations and social media efforts
- Assisted in photoshoots

Newport Beach Film Festival- Mexican Spotlight Segment

August 2014- January 2015

Media Coverage Outreach Coordinator

- Secured print and digital media placements to increase event awareness and attendance
- Established and maintained relationships via telephone & email with Latino businesses and organizations for digital and print media partnership opportunities
- Received media coverage in Latino organizations, publications and businesses

Leadership Experience

Fundraising Coordinator –Norco College, Puente Program

August 2012 - June 2013

- Raised an estimated amount of \$5,500 in 14 weeks
- Outbound calling/recruiting to local businesses to participate or sponsor events

Memberships

- Public Relations Society of America July 2015- Present
- International Association of Business Communicators July 2015 – Present
- Hispanic Public Relations Association July 2015- Present

Skills

- Language: Bilingual; High proficiency in Spanish, both oral and written
- Computer: Microsoft Suite (Word Excel, PowerPoint) Outlook, Prezi, Adobe Photoshop, Adobe Reader, WordPress, and social media channels (Facebook, Twitter, Instagram, YouTube, Snapchat, LinkedIn, Pinterest, Tumblr, etc.)