

KATRINA TALAVERA

CONTACT

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PROFILE

Passionate digital marketer and brand manager with experience working with food & drink brands, non-profits, and a tech start-up. Skilled at brand awareness, project management, content marketing, and social media management.

EDUCATION

Chapman University | Expected: Fall 2020

Dodge College of Film and Media Arts
Bachelor of Arts: Public Relations & Advertising
Minor: Entrepreneurship

EUSA University Center (Spain) | Jan.-May 2019

Communications, Media Studies, & Tourism Management

RELEVANT COURSE WORK

- Agents & Managers
- Digital Marketing
- Digital Culture for Social Change
- Design Strategy
- Fundamentals of Marketing
- Introduction to Business
- Introduction to LGBT Studies
- Principles of Advertising
- Principles of Public Relations
- Visual Storytelling

ACCOMPLISHMENTS

- First place campaign in Principles of Advertising class competition at Chapman University
- First place campaign in Digital Marketing class competition at Chapman University

EXPERIENCE

Communications Coordinator

Shuttr | Los Angeles, CA Aug. 2018-Dec. 2018

- Collaborated with co-founders on building the foundation for the start-up through brainstorming, developing, and executing business operations and key values
- Reviewed and maintained the brand guidelines throughout the website and social media platforms
- Strategized digital marketing tactics to introduce the start-up
- Recruited potential creative freelancers (photographers, videographers, editors) to join the platform and reached out to influencers and businesses to become clients
- Developed the interview process and conducted interviews with freelancers and assisted with the on-boarding process
- Provided user support via email and social media platforms

Marketing & Public Relations Assistant

Caminar | San Mateo, CA May 2018-Aug. 2018

- Created a PR plan to increase brand awareness and donors for the non-profit
- Copyedited and designed marketing print materials on InDesign
- Performed a social media audit on Facebook, Instagram, Twitter, and LinkedIn
- Researched, executed, and developed a social media plan to increase engagement utilizing Hootsuite
- Created video content for donors highlighting the art program

Creative Brand Manager

T-Milk | Orange, CA Feb. 2018-May 2018

- Oversaw the first boba shop in the Orange Circle's brand presence
- Created in-store and online promotions to generate buzz from the Orange County community
- Designed and maintained the website (www.tmlkboba.com)
- Photographed the products and daily posted on social media platforms (Instagram, Yelp, & Facebook)

SKILLS

- Data Entry
- Email Marketing
- Event planning
- Final Cut Pro
- InDesign
- Keynote
- Photography
- Project Management
- Word Press

CERTIFICATIONS

- Content Marketing (Hubspot)
- Google Ads Fundamentals
- Google Analytics
- Google Search
- Hootsuite Platform
- Inbound Marketing (Hubspot)
- Social Media (Hubspot)