

# KATRINA TALAVERA

## CONTACT

650-931-7558  
katrina.talavera@gmail.com  
www.katrinatalavera.com  
in/ katrinatalavera

## EDUCATION

**Chapman University | Expected Fall 2020**  
Dodge College of Film and Media Arts  
Bachelor of Arts  
Public Relations & Advertising  
Minor  
Entrepreneurship

Relevant Course Work:  
Design Strategy, Digital Marketing,  
Organizations, Ethics, & Society, NGO: Policy  
and Practice, & Social Inequality/Stratification

**EUSA University (Spain) | Jan. - May 2019**  
Communications, Media Studies, &  
Tourism Management

Relevant Course Work:  
Art Direction & International Service Learning

**Carlmont High School | 2013 - 2017**

## CERTIFICATIONS

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

## SKILLS

- Canva
- Final Cut Pro
- Indesign
- Lightroom
- Photography
- Survey Monkey
- Word Press

## PROFESSIONAL EXPERIENCE

### BUSINESS DEVELOPMENT INTERN

**NVE EXPERIENCE AGENCY | West Hollywood, CA**

Jan. 2020 - Present

A world-class experience marketing agency and event production company.

- Conduct comprehensive company research for use in RFP response plans
- Research and analyze industry/market trends, new business opportunities using various research and forecast methods

### MARKETING INTERN

**ABS-CBN International | Daly City, CA**

June 2019- Sept. 2019

The North & Latin American branch of the Philippines' leading media and entertainment organization.

- Developed the customer journey map by conducting surveys and social media listening
- Launched a retention campaign for TFC Online (Filipino TV/Movie streaming platform)
- Pitched and developed the first Millennial/ Generation Z mainstream Filipino-American music, art, and cultural festival with co-interns and received approval from the Managing Director

### COMMUNICATIONS COORDINATOR

**Shuttr | Los Angeles, CA**

Aug. 2018- March 2019

Marketplace that connects creative freelancers (photographers, videographers, and editors) with businesses, influencers, and micro-influencers.

- Directly assisted co-founders with building the foundation for the start-up, through brainstorming, developing, and executing business operations and key values
- Served as the communication liaison between the company and its freelancers and clients

### MARKETING & PUBLIC RELATIONS ASSISTANT

**Caminar | San Mateo, CA**

May 2018- Aug. 2018

Non-profit, community-based agency that has been empowering and supporting individuals and families to move toward resilience, wellness, and independence for more than 50 years.

- Assisted the Marketing and Public Relations' Director with creating event flyers and corporate documents on InDesign
- Analyzed current social media activity through Hootsuite, researched non-profit strategies, and executed a social media plan to increase engagement

### CREATIVE BRAND MANAGER

**T-Milk | Orange, CA**

Jan. 2018- May 2018

First boba shop to open in the Orange Circle.

- Oversaw the digital brand presence by designing and maintaining the website, photographing the products, posting on social media platforms (IG, Twitter, Yelp, & FB) and strategizing in-store promotions

## VOLUNTEER EXPERIENCE

### MENTOR

**Big Brothers Big Sisters Foundation OC | Santa Ana, CA**

Oct. 2019- Present

Big Brothers Big Sisters delivers one-to-one mentoring to youth facing adversity.

- Provide support and guidance for little through fun and bi-weekly educational outings

### VOLUNTEER

**Fundación Prodean (Refugee Center) | Sevilla, Spain**

Jan. 2019- May 2019

A non-profit refugee center focused on integrating families into Spanish culture and living.

- Taught English and led activities with children aged 3-15