

Usra

PROJECT
COORDINATOR
AND PR
SPECIALIST

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PR WORK

Apple Music - Press Release

Remote • 3/21

- Wrote press release for Apple Music for upcoming Apple Music Summer Virtual Concert
- Received great feedback from Apple Music

Empire Records/Kiki Rowe - Press Release

Remote • 3/21

- Wrote press release to create buzz around upcoming artist Kiki Rowe as she is expected to sign with Empire Records
- Received great feedback from project manager

EDUCATION

San Jose State University

San Jose, CA • 12/2019

Bachelor of Science: Public Relations

- Graduated with 3.74 GPA
- Majored in PR, minored in Communications
- Coursework included Marketing, Public Relations, and Communication Classes
- Media alerts, press releases, stories, and PR plans

Las Positas College

Livermore, CA • 05/2017

Associate of Science: Journalism

- Also received A.S. in Liberal Arts in Social Science Language Arts
- Writer for The Express Newspaper

SKILLS

- Marketing, Public relations, Social media, Communications, Project coordination
- Writing, Editorial
- Slack, Cisco Jabber, Microsoft Teams
- Google Suite, Outlook
- Microsoft Office
- Adobe Spark, Canva
- Jira Service Desk
- Confluence
- Expensify
- Budgets
- Customer service
- File management
- HubSpot
- MAC, Windows
- Zoom

PERSONAL PROFILE

I am an enthusiastic college graduate eager to contribute to team growth as well as individual success through dedication, attention to detail and excellent organizational skills. I maintain a clear understanding of communication, multi-tasking, and creative thinking. I am motivated to continue to grow and excel in project coordination, public relations, and communications.

WORK EXPERIENCE

Infoblox - Project Administrator Intern

Santa Clara, CA • 6/21 - 9/21

- Implementing new systems, methods, and practices of sustainability in HQ office in Santa Clara and as well as global offices
- Researching and collecting data to serve as catalyst for future ESG Annual Report; presenting research to team
- Measuring and keeping track of sustainability data in offices on a global scale
- Creating infographics, PowerPoint presentations, excel sheets, newsletters, and blog posts surrounding sustainability
- Planning events to promote sustainability practices with intent to transgress from office habits to a lifestyle change
- Coordinating events with goal of promoting sustainability while educating and engaging employees

Stanford Health Hospital - Virtual Care Coordinator (Communication Technologies)

Palo Alto, CA • 2/21 - 6/21

Spearheaded Virtual Care Coordination program alongside Program Manager, Shelly Arthofer and Senior Clinical Communications Technologies Manager, Rajiv Ramdeo. I highly participated in growth and promotion of the program through assistance with additional stand-alone projects including, but was not limited to PowerPoint creation and presentation, researching and information gathering, staff education, training, and program script drafting/updating.

- Coordinating Zoom meetings between physicians and patients, family members, and interpreters
- IT troubleshooting on iPads and Zoom
- Work with nurses and IT team to further improve and provide positive experience for physicians and patients on Zoom
- Assisting in projects regarding Connexall, Voalte, and RTLS
- Promoting telehealth and contributed to Stanford IT website design
- Contractor

Number

209-650-9075

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WORK EXPERIENCE

Mission Valley Driving School - Marketing Strategist

Mountain House, CA • 7/20 - 2/21

- Understanding Mission Valley's mission and services to find ways to reach target markets
- Capturing interdepartmental needs relevant to enhancing their marketing strategies.
- Assisting with creation and execution of the social media strategy; maintain social media calendar.
- Analyzing content performance to optimize ongoing strategies
- Assisting with execution of internal and external marketing and communications plans
- Assisting with ad campaigns, promotional flyers, presentation scripts, and community outreach.
- Creating weekly blog posts for the agency and maintain current digital brand awareness