

CHEYENNE CHAVEZ

PUBLIC RELATIONS | MARKETING | COPYWRITING

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ABOUT

I am a well-rounded communications specialist with expertise in copywriting, public relations, journalism and project management. Highly organized with five years of professional experience. Independent and adaptable individual with a passion for writing engaging and precise brand content.

QUALIFICATIONS

- Proficient in Associated Press
- Enrolled in a private medical and healthcare writing course
- Actively researches and writes press releases and media alerts
- Experience in social media and print ad campaign development
- Experience writing in a deadline-driven environment
- Strong written and verbal communication skills

SKILLS

- Editing and Proofreading
- Internet and Marketing Research
- Microsoft Office (Word, Excel, Outlook, Powerpoint)
- Adobe (Photoshop, InDesign)
- MacOS and Windows
- Social Media
- Company Presentation
- HTML and CSS

EDUCATION

Bachelor of Arts - Journalism with a minor in Communication Studies
California State University, Northridge, 2013 – 2017

WORK EXPERIENCE

COPYWRITER → EVENTS COORDINATOR

Wondery – A Parks Apparel Brand / April 2019 – June 2021

- Writes marketing and product copy, as well as original web content with cohesive branding and SEO in mind.
- Created a framework to develop a women's outdoor empowerment philanthropy and events department utilizing research and project management skills.
- Coordinates Wondery events; managing partnership outreach to environmental groups and community organizations, reservations, programming, bookkeeping, and itinerary creation.

PUBLIC RELATIONS ASSISTANT

University Student Union Marketing / November 2015 – January 2018

- Wrote and sent press releases and media alerts, constructed a monthly PR calendar, tracked relevant coverage/clippings, organized annual statistics, worked as event press liaison, participated in two interview panels and wrote full-length profile stories on organization employees.
- Planned a corporate Year-End event with \$20,000 budget.
- Conducted surveys to gather research on brand recognition and audience communication preference.

PUBLICITY INTERN

Motormouthmedia / August 2017 - December 2017

- In charge of extensive media tracking for clientele of over 100 music artists and several music festivals, including the Red Bull Music Academy.
- Proofread various written material, organized multiple press reports and wrote organizational copy.
- Managed the firm's Spotify playlist featuring new releases from roster of artists.

PUBLICITY MANAGER

CSUN Acasola A Cappella / August 2016 – June 2017

- Created all press releases, media alerts and professional emails on behalf of organization.
- Assisted in booking venues and travel as well as planning all organization trips, concerts and philanthropic events, as well as working as a media liaison at all events.
- Coordinated with graphic designer and social media representative to maintain brand recognition in print ads and social media campaigns.