




# PENELOPE OSEGUERA

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## SUMMARY

An experienced content writer and marketer with a passion for producing meaningful content. Trained in social media management and contribution. Extensive project management experience. Has background in English language and workforce education. Fully bilingual in English and Spanish, with reading and writing proficiency in French.

## KEY COMPETENCIES

### Communication

- Social channel management
- Weekly production of relevant, thoughtful content for Twitter, Instagram and Facebook
- Bi-monthly production of articles related to workforce development and education

### Technology

- Expert in use of social media management tools, especially Buffer
- Extensive knowledge of design and marketing tools, especially WordPress and Canva.
- Proficient in use of Facebook ads

### Organization

- Effective planning and execution of marketing initiatives from ideation to completion
- Regular, intentional scheduling of new content

## EDUCATION

### Bachelor of Arts in English, June 2015

*UC San Diego | San Diego, CA*

GPA: 3.73/4.0

GPA in Major: 3.93/4.0

## EXPERIENCE

### San Diego Workforce Partnership (SDWP)

*Program Coordinator | Feb 2018 - Present*

- Was promoted to program coordinator for SDWP's longest-standing in-house internship program, the Life Sciences Summer Institute (LSSI)
- Full management of social media channels for in-house programs—Instagram, Twitter and Facebook
- Full management of in-house programs website through WordPress
- Contribute to monthly newsletter and assist with other writing projects as needed

*Program Specialist | Feb 2017 - Feb 2018*

- Was hired full-time and obtained a promotion to program specialist after completing a 6-month temp assignment
- Planned, promoted and conducted hiring events and job fairs for participants to attend – 26 events with 1,046 attendees in 2017
- Contribute social media content weekly to social media channels
- Contribute content frequently to website using WordPress