

Valeria Rivera Calix

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Education

Boston University College of Communication

Boston, MA

Bachelor of Science in Journalism

Bachelor of Science in Public Relations

Expected Graduation: May 2026

Relevant Coursework: Reporting In Depth, Visual Multimedia Storytelling, Writing for Communication, PRLab, Business Fundamentals of Public Relations

Activities: Social Media Chair- BU Journalists of Color, Daily Free Press, Her Campus

Honors: Dean's List (May 2022- Present); National Society of Collegiate Scholars Member

Study Abroad: London Journalism Program

Relevant Experience

PRLab

Boston, MA

Account Executive

Sep 2025- Present

- Developed and executed strategic media outreach for client, a local non-profit, with pitches to local publications and securing interviews to increase community visibility
- Created original written content for press releases, social media posts, blogs, and website copy

Stomping Ground Strategies

Chicago, IL

Digital Content Intern

June 2025- Present

- Assisted in drafting and distributing press releases, set up interviews with news outlets on client's behalf
- Pitched original stories for clients including op-eds, letters to the editor that were published, in local and national outlet
- Conducted media research and built press lists, monitored and sent daily and weekly news digests for clients

NBC/Telemundo Nueva Inglaterra

Boston, MA

Digital Content Intern

June 2025- August

2025

- Wrote articles and produced multimedia content for the [website](#), Instagram, TikTok and other social platforms
- Translate articles in English from regional NBC stations for Spanish-speaking audiences

Factchecked for news segments, cut the live news cast, edited content for website/social media reproduction

Additional Experience

Aviation Business News

London, UK

Digital Content Produce

Feb 2025- April

2025

- Produce daily articles and content for the [online magazine](#) and associated social media platforms, adapted writing to fit company's style and voice
- Simplified business and tech language to be understood by a mass audience, to expand reach
- Supported management team in design and creation of the magazines print publications

Skills

Computer Skills: Adobe Premiere Pro, Adobe Audition, Lightroom Classic, Canva Pro, Microsoft Office/Home, and Google Suite, Photo and videography (smartphone and canon cameras), graphic design, online engagement metric analytic

Language Skills: Bilingual in English and Spanish