

## Professional Experience

### Digital Marketing Specialist

Cronkite Agency  
May - Aug 2025

- Executed data-driven digital marketing strategies using SEO, paid media and analytics to grow Coerver Arizona and Doing Well Substack's audiences.
- Created and managed social media campaigns, content and reports to drive engagement.

### Public Relations Specialist

Cronkite Agency  
May - Aug 2025

- Developed and executed strategic communications campaigns for Fiesta Sports Foundation in a fast-paced agency environment.
- Created multimedia content for the Fiesta Bowl Museum and Empowering Diversity Scholarship, created branded journalism stories and pitched to Arizona media organizations.

### Sports Marketing Fellowship

Marcus Graham Project  
Feb 2025

- Created, collaborated and presented a 5-layer comprehensive marketing campaign and brand strategy to Phoenix Suns/Phoenix Mercury executives, Marcus Graham Project employees and marketing professionals for the Phoenix Suns and Mercury Foundation.

### Reporter

AZPreps365  
Sep - Dec. 2024

- Wrote 3 game stories with a turnaround time of three hours after the game.
- Interviewed coaches, athletes and families to complete feature and enterprise stories.
- Captured photos to be paired with published stories online.

### Reporter

The Business Journal - Fresno  
May 2023 - Aug 2024

- Created 3-4 articles a week, along with news briefs, for 10,000 print and digital subscribers and print edition subscribers.
- Conducted research to uncover topics including real estate, education, local government policies, and additional significant news.

### Sports Editor

The Collegian  
Jan - Dec 2022

- Managed the sports section of Fresno State's student-run newspaper by assigning trending stories.
- Copy-edited 5 to 6 stories a week for the publication's weekly printed paper and online website and utilized Adobe InDesign for the publication design of the weekly issue.

### Reporter

The Sanger Scene  
Sep 2019 - May 2023

- Wrote 2-3 articles a week, along with capturing photos for 500 online subscribers.
- Created video highlights for social media from community events, school events, athletic events, and school board and city council meetings for 11,000 followers.

### Freelance

The San Francisco Standard  
Nov 16, 2022  
The Business Journal  
Feb - Mar 2023

- Maintained a professional and organized approach to freelance work, including invoicing and client communication.
- Collaborated with clients or editors to ensure content meets their requirements and aligns with their brand voice.

## Education

**Walter Cronkite School of Journalism and Mass Communication Arizona State University | August 2025**

Master of Arts in Sports Journalism

**California State University, Fresno | December 2022**

Bachelor of Arts in Journalism and Chicano Latino American Studies

## Certification

- Google Ads Search & Google Ads Display
- Google Analytics 4
- Google Ads Measurement
- HubSpot Social Media Marketing
- HubSpot Inbound Marketing

## Skills

- Digital Marketing Strategy
- Social Media Marketing
- Campaign Management
- Bilingual: English and Spanish
- Deadline writing
- Interviewing skills
- Writing in AP Style
- Social media content creation
- Copy editing
- Research and attention to detail
- Advanced in digital literacy and social media editing software including:
  - Adobe Premier Pro
  - Adobe Photoshop
  - Adobe Audition
  - Adobe Lightroom
  - Adobe InDesign
  - Canva
  - Wordpress.