

Email: giana.froio@laverne.edu

Giana Froio

Public Relations

Volunteer Center of San Gabriel Valley | Monrovia, California

Social Media Coordinator, January 2024 – Present

- Create graphics for promotional materials and oversee third-party product design and production processes. Direct social media strategy, growing engagement across platforms. Design and maintain the organization's website. Produce radio scripts and handle video editing for event coverage and promotional content.

Freelance | Chino Hills, California

Concert Photographer, January 2023 – Present

- Provide photography services for local bands, specializing in concert photography. Edit images using Adobe Photoshop and Lightroom, delivering high-quality, visually compelling content. Collaborate with musicians to create social media and marketing campaign promotional materials.

Professional Development

Campus Times, University of La Verne | La Verne, California

Staff Writer, August 2023 – December 2024

- Wrote articles focusing on community events, art shows, fairs, and personality stories.

La Verne Magazine | La Verne, California

Staff Writer, August 2024 – December 2024

- Currently writing an article about late-night dining options and "after-hours" community gathering spots in the area.

Education

Bachelor of Arts in Communications, Emphasis in Public Relations

University of La Verne, La Verne, California

Expected Graduation: December 2024

Computer Skills

- Microsoft Word, Excel, PowerPoint, Adobe Photoshop, Lightroom, Illustrator, Premiere Pro, Audition, iMovie.

Extracurricular Activities and Honors

- Member, HR Club, University of La Verne, 2024 – Present
- Deans List

Personal Qualifications

- A creative problem-solver with strong communication skills, a skilled writer who is passionate, detail-oriented, and organized. Thrives as a collaborative leader and team player, bringing a tech-savvy, adaptable, and multi-skilled approach to any project. Eager to learn and dedicated to making a positive impact, and deeply focused on serving the community.

References

- **Macy Gracia**
Executive Director
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(626) 774-1105
- **Elizabeth Zwerling**
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