

ANEL SOLARES

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PROFESSIONAL SUMMARY

Detail-oriented multimedia communication professional with experience in digital marketing, content creation, and print and broadcast production. Proven ability to drive brand awareness, increase online engagement, and deliver data-driven results. Proficient in utilizing digital tools and analytics to optimize social media presence and enhance online interaction with target audiences.

CORE SKILLS

Social Media Marketing, SEO, Content Creation and Copywriting, Audio and Visual Production, AP Style, Multimedia Journalism, Adobe Applications, Photography, Canva, Data Entry, Spanish Fluency

EXPERIENCE

Podcast Manager

University of Dayton Flyer News | Dayton, Ohio

August 2024 – May 2025

Lead the relaunch of “The Aerial View” podcast and exponentially increased listener engagement through promotion via social media.

Created a dynamic and relevant topical framework that met target audience interest.

Led all aspects of production including research, scriptwriting, and interviewing.

Produced and edited audio and visual components.

Social Media Student Specialist

University of Dayton Marketing & Communications | Dayton, Ohio

August 2023 – May 2025

Produced compelling visual and written content for the university website and its social media platforms that increased viewership and engagement with target audiences.

Researched social media trends and developed and executed relevant campaigns on brand with the university to grow viewership and attract prospective students.

Led all aspects of student surveys including question formulary, interviews, and data compellation.

Collaborated with multiple members of a digital team.

Marketing and Communications Intern

University of Dayton Multi-Ethnic Education & Engagement Center | Dayton, Ohio

December 2022 – May 2024

Executed digital marketing strategies across social media platforms.

Designed engaging on brand graphics for digital and print communication to promote events.

Helped produce and edit a biweekly informational newsletter that reached hundreds of students and staff.

Audited center’s online presence to ensure relevancy for intended audience.

EDUCATION

University of Dayton, Dayton, OH

May 2025

B.A. Communication, Cum Laude

Scholarships: Director’s Excellence & Success Scholarship, Textbook Scholarship

Minored in Media Production

Overall GPA: 3.5