

# Jessica N. Vasquez

530-559-0090 - jessicanvasquez@gmail.com

## SKILLS

AP Style • Press Releases • Social Media • Social Media Measurement • Microsoft Office • Google Analytics • Photoshop • Video Editing • Digital Photography • Vocus/Cision • My Media Info • Sysomos • Written and Oral Communication • Leadership

## EXPERIENCE

### MARKETING MANAGER

Sept. 2013 - Present

Marie Callender's - Alvarado Rd.

- Coordinated in-restaurant and off-site fundraisers for community organizations and local schools.
- Represented the restaurant at community and chamber of commerce events.
- Raised awareness of catering options through business to business marketing.

### PUBLIC RELATIONS INTERN

Jan. 2014- April 2014

Chemistry Public Relations

- Wrote weekly social media posts for a variety of lifestyle clients.
- Wrote press releases and successful email pitches.
- Helped coordinate the industry opening of a new San Diego nightlife location.
- Assisted with check in and set up of luncheons with more than 100 attendees.

### REPUTATION INTERN

January 2013 - August 2013

i.d.e.a.

- Built comprehensive media lists using Vocus.
- Created news releases, pitches and copy for online calendar posts.
- Personally pitched events and story ideas to local publications.
- Wrote strategic social media posts for Twitter and Facebook to promote i.d.e.a.'s blog posts and speaking engagements.
- Researched relevant editorial and speaking opportunities on behalf of i.d.e.a. and clients.

### PUBLIC RELATIONS INTERN

June 2012 - Dec. 2012

Nuffer, Smith, Tucker

- Personally pitched to national and local media outlets, as well as bloggers.
- Created press releases and media alerts.
- Wrote social media posts to promote client events and news for Facebook and Twitter.
- Assisted in coordinating live broadcast media shots.
- Built expansive media lists with My Media Info.
- Compiled comprehensive clip reports.

## EDUCATION

### BACHELOR OF ARTS, JOURNALISM WITH EMPHASIS IN MEDIA STUDIES

San Diego State University

Minor in Communication

Aug. 2014

- Public Relations Student Society of America - SDSU Chapter Executive Board Member
  - o Chapter President 2012-2013
  - o Media Editor 2011-2012

### PROFESSIONAL CERTIFICATE OF DIGITAL MEDIA

San Diego State University College of Extended Studies

- In progress, to be completed Feb. 2015.