

# ABOUT ME

As a Public Relations/Political Science graduate of The University of Alabama, you can expect great things from me: big-picture thinking, superior writing, creative planning, technical expertise, data-driven analysis, fast and agile learning, and enthusiasm to win as a team.

My personal vision for creating exceptional PR programs combines a balance of art and science. The art of PR builds emotional connections with an audience through simple but powerful ideas, words and images. Simultaneously, the science of PR leverages the authority of data, analytics and technology to plan, deliver, track and measure. My professional experience has allowed me to grow and thrive as both an artist and scientist in the public relations and digital media sector:

- Provided outstanding copywriting, social media, and news/feature editorial content for business and non-profit clients to successfully generate issue awareness, brand recognition, audience action, sales, and more.
- Delivered high-impact, original and sourced design elements for business, editorial and non-profit clients to integrate words and concepts with the engaging images to capture the attention and hearts of the audience.
- Conducted comprehensive market research to support fact-based decision making on PR and communications plans and strategies for organization and business initiatives.
- Built expertise in industry-standard applications, social media platforms, tools and methodologies to provide consistent, timely and trusted technical support for all editorial and business clients.

In addition to my social media and PR skills, I am highly proficient in reading, writing and speaking Spanish. I also have excellent knowledge and aptitude in digital design,

visual communication, typography, photography, color choice and magazine layout from my role on the Design Team for [Platform Magazine](#).