

# PAOLA RAMOS

## Contact

## Professional Experience

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 Los Angeles, CA

## Key Skills

### Computer

- Microsoft Office Suite
- G Suite
- Facebook, Instagram, Twitter, Pinterest, YouTube, Tumblr, and Snapchat
- Adobe Photoshop, InDesign, and Illustrator
- CMS (Wordpress Admin, Drupal, and Shopify)
- Data/Analytics Reporting Tools (ListenFirst, Sprinklr, and Facebook Creator Studio)

### Languages

- Spanish (Fluent in reading, writing, and speaking)
- French (Basic in reading and speaking)

### Social Media Strategy

### Creative Writing

### Public Speaking

### Brand Development

### Copywriting

### Photography/Videography

## Relevant Coursework

### Public Speaking and Rhetorical Analysis

### Communication Graphics

### Reporting and Editing

### Intro. to Communication Research

### Advertising Media

### Digital Strategy

### Engagement Journalism

## Activities

### Pepperdine Volunteer Center

### Latino Student Association

### Wonderfully Made Women's Nonprofit

Horizon Media, Los Angeles, CA

Aug. 2018 – Present

Assistant Social Strategist - ABC Entertainment

- Ideate and strategize with 10 team members to promote ABC Network shows across various social media platforms organically
- Manage, copywrite, and execute numerous shows' social calendars
- Communicate with talent to deliver relevant assets for show promotion

Sony Pictures Entertainment, Culver City, CA Sept. 2017 – Dec. 2017

U.S. Networks Digital Marketing Intern

- Created on-brand social media marketing campaigns to promote three distinct Sony television networks and improve audience interactions
- Utilized Spanish language to interact with Hispanic audience

Goop, Santa Monica, CA

Sept. 2016 – Dec. 2016

Editorial and Social Media Intern

- Mastered functions in WordPress to create editorial content for the website and collaborated with team of five writers
- Assisted in fact-checking, researching, and creating new brand-consistent content for company's social media platforms and website

Her Campus Pepperdine, Malibu, CA

Jan. 2016 – May 2017

Editor-in-Chief/Writer

- Led team of ten women in writing articles, as well as meeting deadlines and brand requirements for a national digital publication
- Coordinated five annual campus-wide events to promote website content

Currents Magazine, Malibu, CA

Aug. 2016 – May 2017

Assistant Editor/Writer

- Developed the fall and spring editions of the biannual school magazine
- Conducted research and interviews to write and edit featured articles

The Graphic Newspaper, Malibu, CA

Jan. 2016 – May 2016

News Assistant

- Reported on and wrote 1-3 stories weekly for the university's student-run newspaper to provide relevant news for the community
- Conducted multiple interviews and met strict deadlines each week

Bel-Air Bay Club, Santa Monica, CA

June 2016 – July 2016

Event Planning Intern

- Executed social media marketing to promote the venue
- Assisted in updating and organizing banquet event orders

## Education

Pepperdine University

2013 – 2017

B.A. in Journalism

Malibu, CA

B.A. in Advertising

Minor in Creative Writing

Pepperdine University, Lausanne, Switzerland

2014 – 2015

Pepperdine University, London, England

2015, 2016