

PAOLA RAMOS

Contact



956.473.9433



paolaspasport@gmail.com



www.linkedin.com/in/paola-ramos



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

Professional Experience

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