

Andrea Juarez

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WORK EXPERIENCE

Marketing and Communications Specialist, University of Calgary- School of Architecture, Planning and Landscape (September 2022-Present)

- Written weekly student/faculty newsletter and e-vites
- Written social media posts promoting events, jobs, student awards
- Google Ads and LinkedIn campaigns
- Social Media Content Creation, Campaigns, Planning, Customer Service and Strategy
- Gathered social media metrics for faculty and annual reports
- Interviewed and written stories about faculty and the School events
- Designed event posters
- Designed banners for electronic bulletin boards

Communications Practicum, PARKER PR (June 2022)

- Conducted a social media audit of Parker PR's channels
- Created videos and photos of events and businesses for social media
- Assisted in events and activations
- Produced a communications project plan
- Researched and identified influencers and potential clients for the agency

Social Media Coordinator, Alberta Health Services (May 2018 to March 2022)

- Nominee of 2019 President's Excellence Award for collaboration with Health Link
- Coordinated the Celebrity Shout-Out Campaign, which included artists such as actors Michael J Fox and Will Arnett
- Responded to more than 500 messages as part of the Alberta Health Services COVID-19 social media response
- Integrated a content schedule across several channels and projects
- Collaborated with other departments to facilitate and maximize effective content sharing, engagement, and best practices
- Planned, sourced, and created original content including writing, video, and photos to be shared for internal and external audiences across multiple channels
- Trained over 15 staff members on social media's best practices
- Edited photos, videos, and podcasts

Producer, L120 Films (Dec. 2019 – Nov. 2020)

- Developed interview questions as well as interviewed the subject of a short documentary
- Planned, source and created original content for the short-doc social media channels

- Assisted director in scouting filming locations
- Organized crew contracts and bookkeeping
- Supported organizing the film screening at the Globe Cinema in Calgary

RELATED EXPERIENCE

Writer and Host, Editor, and Producer, PROJECT 25 (April 2022-Present)

- Assembled a podcast (Produce, Edit, Publish).
- Organized and executed interviews with podcast invitees
- Published podcast in a video format for YouTube
- Integrated written articles in a Q&A format for Medium
- Shared write ups from the articles on social media
- Engaged with social media followers and visitors
- Translated interviews from Spanish to English and English to Spanish

Freelance Writer (January 2017 – Present)

- Developed articles about lifestyle, culture, and travel. Some of my articles focus on Latin American and Mexican culture, as well as social commentary.
- Articles have been published on Vice, The Calgary Herald, The Latin American Post, and Medium.

Writer and Editor, Sugar Rushed YYC (January 2018 to March 2019)

- Wrote long form articles about national and international desserts, targeting a young adult and adult audience.
- Gathered interviews from Calgary small business owners
- Measured the blog's visits using Google Analytics
- Researched social media trends
- Created pictures and graphics for social media
- Promoted the articles and pictures on social media.

EDUCATION

Bachelor of Arts in Professional Communication – Royal Roads University
(April 2021-2023) (Remote)

Certificate in Women's Entrepreneurship – Cornell University
November 2022

Journalism Diploma – Diploma Awarded in 2018, SAIT

- Recipient of the International Student Award for Excellence for the Academic Year of 2017 and 2018.
- Graduated with a 4.0 GPA

SOFTWARE

- Microsoft Office: Word, Power point, Excel
- Adobe: Photoshop, InDesign, Premiere Pro, Lightroom
- Web: Hootsuite, Wordpress, Social Studio, Tweetdeck, Wix, Awario, Canva, Trello
- Marketing: Marketo

LANGUAGES

- English - Full professional proficiency
- Spanish – Native Proficiency