

NOELIA TRUJILLO

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EXPERIENCE

Pathfinders Ltd

Media and Promotions Officer | January 2017 - present

- Designed flyers, posters, logos and other promotional materials for Pathfinders' programs and events.
- Implemented communications, marketing, advertising and publishing strategies promoting key policies and programs of Pathfinders.
- Updated the website and managed, created and grew Pathfinders' social media accounts by hundreds of followers.
- Networked and liaised with media contacts, local agencies, and current and future clients.

Direct Care Worker | December 2016 - February 2017

- Facilitated good health, safety, cultural and community connection, spiritual growth, emotional development and learning for young people in out-of-home care.

Self-Employed

Freelance Writer and Editor | Aug 2013 - December 2016

- Pitched, planned, wrote and edited editorial content for corporate and media clients worldwide.
- Edited and translated (Spanish/English) documents, powerpoints and resumes for a university professor and freelance clients.
- Served as an ongoing freelance writer for WomansDay.com and TheHipPocket.com.au.

Nutrex Research, Inc.

Social Media and Design Coordinator | January 2015 - May 2015

- Managed all social media accounts, including Facebook, Twitter, Instagram, Pinterest and Vine.
- Created and designed photos and banners for social media use.
- Increased follower count on all social media outlets.

Orange & Blue Magazine

Co-Editor-in-Chief | Aug 2014 - Dec 2014

- Managed a nine-member staff and co-lead weekly meetings.
- Edited all articles in the 56-page print and digital magazine for grammar, facts, style and spelling.
- Created the editorial calendar and set deadlines.
- Provided feedback to staff on design, editorial content, photos and social media.

The Independent Florida Alligator

Contributing Writer & Fitness Blogger | Aug 2012 - Dec 2014

- Wrote news articles and blogs on deadline for the nation's largest student-run daily newspaper.
- Researched and pitched story ideas weekly.
- Edited each article with an editor to ensure correct grammar, spelling and facts.

The Estates Apartments

Community Assistant | Jan 2013 - May 2013

- Greeted and assisted walk-ins and residents in the office.
- Performed clerical work daily.
- Conducted tours and persuaded guests to sign leases by presenting information thoroughly.
- Created, marketed and organized multiple community events monthly for more than 1,000 residents.

EDUCATION

Bachelor of Science in Journalism

University of Florida, Gainesville, FL

Minor: Family, Youth and Community Sciences

Magna Cum Laude

GPA: 3.69/4.00

LEADERSHIP/INVOLVEMENT

WomansDay.com, Hearst Corp.

Editorial Web Intern | May 2013 - Aug 2013

- Assisted the Senior Editors in daily tasks for WomansDay.com.
- Wrote the Daily Buzz entertainment news blog and updated other daily blogs through Magnus (CMS).
- Pitched and wrote relationship and lifestyle articles for WomansDay.com.
- Prepared and uploaded content for syndication on Yahoo! Shine and MSN Glo.
- Managed, posted and scheduled engaging content onto all Woman's Day Magazine's social media accounts daily.

Phi Sigma Pi National Honour Fraternity

Public Relations Chair | Dec 2013 - July 2014

- Planned and executed a new member recruitment campaign with a co-chair.
- Increased exposure via flyers, promotional videos and other publicity materials.
- Exceeded our quality and quantity recruitment goals set for regionals.

Recruitment Chair | Jan 2013 - May 2013

- Collaborated with a co-chair to plan and manage two meet nights and six recruitment events for potential new members.
- Exceeded our quality and quantity recruitment goals set for regionals.

Joseph Williams Elementary School

In-Class Volunteer | Aug 2013 - May 2014

- Assisted in managing and teaching a third-grade classroom of about 20 students.

SKILLS

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|--------------------------|--------------------|
| • Microsoft Word, Excel, | • Social Media |
| PowerPoint | • Customer Service |
| • Mac OS-X | • English (Fluent) |
| • Adobe Photoshop, | • Spanish (Fluent) |
| InDesign, Illustrator | • Quick learner |
| • SEO | • File/records |
| • Basic HTML | maintenance |
| • WordPress | |