

YESENIA DAVILA

STRATEGIC COMMUNICATIONS

CONTACT

ykd.2020@outlook.com

[Portfolio Link](#)

PROFESSIONAL SKILLS

- Excellent in Microsoft Office
- Extensive knowledge of social media
- Proficient in Adobe Photoshop, InDesign, Lightroom & Premiere Pro
- Extensive knowledge of Canva
- Excellent communication skills
- Proficient in Wix editing software
- Extensive knowledge of communication theories

AWARDS

Dean's List | University of NM
Fall 2017 through Spring 2020

REFERENCES

KATHERINE HOMAN

President of Cortek Test Solutions
khoman@cortektestsolutions.com
+1 951 453 9977

ESODIE GEIGER

Executive Director of Ethos Literacy
esodie@ethosliteracy.org
+1 505 490 2256

TOM COPPOLA

AKA, Director of Production
choreo73@me.com
+1 914 329 5469

PROFILE

I am a dedicated and passionate creative at heart. With a strong foundation from both my academic pursuits and practical experience, I am committed to leveraging my enhanced expertise in strategic communication to deliver compelling narratives and impactful solutions in my professional endeavors.

EDUCATION

M.A IN COMMUNICATIONS, FOCUS IN PROFESSIONAL COMMUNICATIONS

Cal State Fullerton | Graduated May 2024

BACHELOR OF ARTS, MAJOR IN JOURNALISM & MASS COMM, FOCUS IN STRATEGIC COMMUNICATIONS

University of NM | Graduated May 2020
Graduated Summa Cum Laude, 4.06 cumulative GPA

EXPERIENCE

MARKETING INTERN

Cortek Test Solutions | June 2023 - February 2024

- Redesign organization and product graphics
- Manage social media accounts
- Write technical articles
- Create email campaigns

STUDENT & MARKETING COORDINATOR

Ethos Literacy | Aug 2019 - May 2020, Dec 2020 - Feb 2022

- Create and maintain website
- Generate and run online ad campaigns
- Manage social media accounts
- Design advertising & marketing materials
- Perform client intake
- Capture and edit photo and video content