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## WORK AND LEADERSHIP EXPERIENCE

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### Lalo Digital Media

*Freelance Copy Editor*

**Remote**

*July 2018 – Present*

- Collaborate with company founder to identify appropriate tone given the company's target audience
- Meticulously proofread and edit academic, professional and biographical content, ensuring that it adheres strictly to AP Stylebook standards
- Develop standardization templates to improve draft writing and editing efficiencies

### ON Semiconductor

*Corporate Communications and Editing*

**Phoenix, Arizona**

*May 2017 – May 2018*

- Editor and interim manager of company's internal 20-page monthly, international newsletter publication, The Circuit, that reaches over 35,000 employees
- Coordinator and editor for regional and global employee communications for department projects and campaigns
- Project coordinator and manager for extensive company-wide email marketing and communication campaigns, including pipeline management
- Worked cross-functionally and globally to develop and support departmental initiatives
- Ensured consistent tone that adheres to the company's core values while being mindful of cultural and regional sensitivities

### Summit Wealth Group

*Marketing Intern*

**Scottsdale, Arizona**

*January – April 2017*

- Developed marketing tactics for reaching new customers via social media platforms
- Conducted website analytics and strengthened SEO ranking, while also editing online content to improve site viewership
- Acted under the company's director of marketing as the main developer of content for the new client brochure, which was distributed to prospective clients

### Fusion Marketing

*Nestlé Purina Brand Ambassador*

**Phoenix, Arizona**

*June 2016 – January 2017*

- Achieved goal conversion rate of 45 percent new customers through engaging discussions
- Successfully built lasting relationships with store managers, associates and customers
- Effectively communicated brand values and provided product knowledge to customers

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## Additional Relevant Experience

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- C# Coder, Cronkite New Media Innovation and Entrepreneurship Lab *January – May 2018*
- Veterinary Assistant, VIP Petcare *February – June 2016*
- Seasonal Sales Associate, Anthropologie *October 2015 – January 2016*
- Journalist, Arcadia News *August – December 2015*
- Veterinary Assistant, Speedway Veterinary Hospital *September – December 2014*

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## EDUCATION

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### Arizona State University, Walter Cronkite School of Journalism and Mass Communication

*Bachelor of Arts in Journalism and Mass Communication*

- **Graduated:** May 2018

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## SKILLS

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AP Style	SharePoint
Email Marketing	WordPress
Outlook	Poppulo
Adobe Creative Cloud	Constant Contact
Microsoft Office	Social Media Platforms
Basic HTML	Mass Communications