**Alejandro Simental**

Pico Rivera, CA

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**Education**

**California State University, Long Beach January 2020**

Bachelor of Arts in Public Relations

**Rio Hondo College May 2016**

Associates Degree in Mass Communications

**Skills Summary**

* Computer: Microsoft Office, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Adobe Photoshop, Adobe Lightroom, Adobe Premiere, Final Cut Pro
* Other: Photography, Videography, Journalism, Advertising, Search Engine Optimization (SEO), Video Editing, Photo Editing, Social Media, Image Editing, Proofreading, Web Design, Calendar management

**Experience**

**Social Media Coordinator**, *Daily 49er*, Long Beach, CA **June 2019-January 2020**

* Utilized Hootsuite to schedule organic social media posts
* Contributed with relevant information to post and appeal to students
* Collaborated with staff to brainstorm new posts for all social media platforms
* Updated Twitter network when breaking news happened
* Created relevant graphics to appeal to all demographics
* Increased Twitter viewership by six percent

**Editor in Chief**, *El Paisano*; Whittier, CA **September 2015- May 2016**

* Led writing staff of 25 and mentored those who needed assistance
* Managed day to day operation of the school newspaper
* Reviewed photographs and articles for accuracy, provided feedback, and approved layout and design
* Handled complaints and took responsibility for issues that might have risen after publication
* Managed multiple projects and prioritized tasks effectively

**Opinion Editor**, *El Paisano*; Whittier, CA **September 2014-August 2016**

* Edited articles for the opinion section without altering the opinion of the writer
* Assertive and clear communication with other staff to reach deadlines
* Determined the content of the opinion section