**Alejandro Simental**

Pico Rivera, CA | (562) 656-7951 | alejandrosimental93@gmail.com

**Education**

**California State University, Long Beach**

Bachelor of Arts in Public Relations | January 2020

**Rio Hondo College**

Associate Degree in Mass Communications | May 2016

**Skills**

• **Technical Tools:** Microsoft Office Suite, Adobe Photoshop, Lightroom, Premiere, Final Cut Pro

• **Specialized Expertise:** Photography, Videography, SEO, Journalism, Advertising

• **Additional Skills:** Video & Photo Editing, Social Media Management, Proofreading, Web Design

**Professional Experience:**

**Social Media Coordinator**

*The Long Beach Current | Long Beach, CA* | June 2019 – January 2020

• Strategically scheduled and managed content across social platforms using Hootsuite.

• Developed and shared compelling graphics, increasing Twitter engagement by 6%.

• Collaborated on content ideas to resonate with a diverse student audience.

• Provided real-time updates for breaking news on Twitter.

**Editor in Chief**

*El Paisano | Whittier, CA* | September 2015 – May 2016

• Directed a 25-member editorial team, ensuring seamless operations and mentoring staff.

• Managed all aspects of newspaper production, from content review to publication design.

• Oversaw multiple projects, addressed complaints, and maintained publication quality.

**Opinion Editor**

*El Paisano | Whittier, CA* | September 2014 – August 2016

• Curated and edited articles for the opinion section while preserving writers’ perspectives.

• Coordinated deadlines through assertive communication with staff.

**Portfolio**

Showcasing work in photography, and writing: [https://www.alsi93.com](https://www.alsi93.com/)