

MARCIA VILLAVICENCIO

San Diego, Calif. 92103 | (619) 602-4207

marciav.mediaprofessional@gmail.com

<http://marciamediaprofessional.com> | <http://www.linkedin.com/in/mavillavicencio>

SKILLS

- Proficient in social networking and social media management (Facebook, Instagram, Snapchat, Pinterest)
- Content creator and storyteller
- Comfortable with public speaking
- Knowledgeable in audience engagement and creating organic growth on social media
- Proficient on social media tools
- Working knowledge in Final Cut Pro and HTML
- Proficient in web news writing and broadcast style writing (iNews)
- Other languages: Spanish

PROFESSIONAL EXPERIENCE

Social media consultant and content creator

Social Media with Ease – San Diego, Calif. (August 2018-Present)

- Created a 6-week social media strategy course that helps small business owners clarify their message on social media to attract their ideal audience demographic
- Helps online based businesses with social media content creation
- Teaches the art of storytelling on Instagram and Facebook
- Provides social media branding strategy
- Mentors small business owners in the use of social media tools and applications
- Assists online businesses on email list building, creation of lead-magnets, and audience engagement

Public affairs assistant and content creator

U.S. Navy Joint Task Force, Guantanamo Bay – Cuba (Jun 2017-Apr 2018)

- Assisted the Public Affairs Department by researching and attending events held for military members and their families
- Took photographs and wrote stories that were published on the public Facebook page for the assigned organization.
- Created a fitness Facebook group for military members and families deployed overseas, which served as a community of support and events' information
- Assisted the "Moral Welfare and Recreation" department to promote and advertise activities and events using social media

Social media coordinator / Public affairs assistant

U.S. Navy Undersea Rescue Command – San Diego, Calif. (Jun 2016-May 2017)

- Managed and updated company's public Facebook page
- Coordinated with team leaders to schedule photo opportunities for VIP arrivals
- Photographed special evolutions to be published on social media
- Photographed and published stories of performance appraisals on the organizations' Facebook page

Brand ambassador

Various promotional agencies and clients – San Diego, Calif. (Jul 2010-Jun 2016)

- Assisted in the execution of promotional events
- Served as the bilingual representative to communicate with a diverse clientele and provided detailed information about the products being advertised
- Represented brands at events and as on-camera talent

Social media coordinator and web news writer intern

Entravision Communications – San Diego, Calif. (Sep 2013-Dec 2013)

- Managed and organized the news-station's Twitter account via Hootsuite
- Managed and updated station's Facebook account
- Pitched and wrote captivating news stories for the web in Spanish
- Analyzed and reported online traffic data for the station's website and social media networks

Programming and social media intern

Channel 933, Clear Channel - San Diego, Calif. (Jan 2013-May 2013)

- Created and updated the daily entertainment news on the morning show's website
- Pitched original ideas for show bits, and acted as on-air talent
- Managed and updated information of prizes on social media platforms via Hootsuite
- Acted as liaison between listeners and the studio
- Edited podcast audio content using Adobe Audio

Social media and events intern

Gaslamp Event Management - San Diego, Calif. (Jan 2013-May 2013)

- Assisted CEO in daily meetings, and hiring of new brand ambassadors
- Managed, posted, and updated content on the company's Facebook page for events being promoted
- Analyzed Facebook insights to update company's campaigns and acquire more visibility and engagement

OTHER EXPERIENCE

Administrative Assistant | Fitness Leader

U.S. Navy Reserves – San Diego, Calif. (Jan 2009-Present)

- Mentors junior personnel on goal-setting, physical fitness and career goals
- Manages, supervises, and monitors semi-annual physical fitness assessments
- Provides customer service to military personnel on training evolutions
- Manages and trains personnel on office duties and customer service
- Creates and updates trackers on Microsoft Excel sheets

EDUCATION

- Bachelor of Arts in journalism with emphasis in media studies
San Diego State University - San Diego, Calif.
- Certified Life Mapping Coach with emphasis in military veterans' transition
BlueRio Institute - Web
- Certified Fitness Specialist
San Diego City College - San Diego, Calif.