



YESENIA ORTEGA

PUBLIC RELATIONS INTERN

ABOUT

Organized and efficient communications student with a goal in obtaining an internship within the field of public relations to utilize learned knowledge through hands on experience.

WORK EXPERIENCE

PUBLIC RELATIONS DIRECTOR

Marquette University Student Government | July 2017 - Present

- Manage social media accounts
- Generate and schedule publicity for events
- Oversee public relations team through assigned projects

COMMUNITY OUTREACH

Victoria's Secret PINK Marquette | Sept 2016 - Present

- Become ambassadors and promote the brand name on campus
- Connect with the various publics to promote events

HOMECOMING STUDENT LEADERSHIP COMMITTEE

Marquette University | July - October 2017

- Organizing the theme
- Planning and promotion of a 5k walk/run
- Publicizing the 5k walk/run

EDUCATION

BACHELOR OF ARTS, MAJOR IN PUBLIC RELATIONS, MINOR IN ADVERTISING

Marquette University | 2016 - Present
Current GPA: 3.25

ACTIVITIES

- Sold Out | Sept 2016 - May 2017
- Marquette Volunteer Corps | Jan - May 2017
- Midnight Run Volunteer | Aug - Dec 2016
- Sendik's Grocer | August 2017 - Present

PROFESSIONAL SKILLS

Social media strategy
Project management
Press releases
Publicity and promotion

TECHNICAL SKILLS

Adobe Illustrator CC
Adobe Photoshop CC
Adobe Premiere Pro CC
Adobe InDesign CC
Microsoft Excel
Microsoft Word
Microsoft Outlook
Hootsuite
Canva

PERSONAL SKILLS

Detail-oriented
Creative spirit
Takes initiative
Organized
Time management
Team player
Fast learner
Motivated

LEADERSHIP & ACKNOWLEDGEMENTS

- LeaderShape Institute Graduate
- STAR Leadership Program
- Lambda Pi Eta (National Communication Association Honor Society)

CONTACT

P: (224) 565-2565
E: yeseniakortega@gmail.com



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REFERENCES

ROXANE FUOCO

Supervisor of the Maine West bookstore

Assistant to the Associate Principal
Maine West High School
1755 South Wolf Road Des Plaines, IL 60018
(847) 803-5878 Ext. 5878
rfuoco@maine207.org

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