

REBECCA GONZALES

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Portfolio: tinyurl.com/rebeccagonzales

EDUCATION • Weber State University

Bachelor of Arts in Communications, emphasis in multimedia journalism

- Completed coursework in visual communication, digital media, communication theory, public relations, broadcast journalism, interpersonal communication and media writing

Minor in Fashion Merchandising

- Completed coursework in fashion design, costuming, analysis of costumes in fiction, and retail merchandising

MARKETING

Marketing Administrator & Dance

Instructor • Julie Moffitt Ballet School,
2015-present

- Developed branding guide and design and use it to maintain business website
- Manage business Instagram and Facebook accounts – create content and provide virtual customer service
- Design marketing materials including posters, flyers, ads and performance programs
- Assist with creating costumes
- Develop curriculum and teach to students ranging in age from elementary school to adults
- Communicate with parents regarding class goals, concerns, and objectives

Student Writer • Weber State University
Marketing & Communications, 2022

- Managed marketing and communications for WSU including web and social media management and designing marketing materials

WRITING

Copy Editor • The Signpost, 2021-2022

- Copy edited, wrote stories and assisted in newspaper production
- Increased engagement through "Meme of the Week" column
- Researched issues for investigative pieces

Editor in Chief • Warrior News

- Copy edited and wrote stories along with designing pages
- Contacted advertisers and facilitated communication between them and the Warrior News
- Mentored less-experienced students

OTHER

Sales Lead • Downeast, 2018-2021

- Kept up with current trends in order to best style customers
- Facilitated retail transactions and provided customer service
- Managed the store's Instagram account
- Maintained store's organization, cleanliness, and inventory

SKILLS

Graphic and Web Design

- Canva, Photoshop, InDesign, Illustrator, Wix, Squarespace, Site Manager (WordPress)

Video Editing

- Adobe Premiere

AP Style & Media Writing

Social Media Management

Research