

GRACIELA BAEZ

216-926-7418 ♦ graciela_baez@mail.usf.edu ♦ Irving, TX 75061

EDUCATION

University of South Florida – Tampa, FL
Bachelor of Arts in Mass Communications
Concentration: Advertising

December 2017

- Relevant Coursework: Advertising Research, Advertising Management, Advanced Media Strategy, Digital Media, Advertising Creativity, Podcasting, Marketing, and Economics.

State College of Florida, Bradenton, FL
Associate of Arts

May 2015

EXPERIENCE

The Home Depot – Tampa, FL

August 2012 – Present

Customer Service Associate

- Provide fast, friendly customer service by solving customer problems and inquiries.
- Generate sales leads and open new accounts to help customers meet their home improvement needs.
- Give fast, accurate check out and return service to customers and efficiently handle money to prevent store shrinkage.
- Create and organize online and special orders to provide customers with an easy shopping experience.

DAS Health – Tampa, FL

June 2017 – August 2017

Marketing and Communications Intern

- Created all social media posts through Hootsuite for Facebook, Twitter and LinkedIn to maximize engagement and capitalize on CTAs.
- Drafted weekly e-newsletter campaigns using MailChimp, delivered to 15,000+ health IT industry professionals and healthcare providers.
- Researched and selected relevant news media links to incorporate on communications.
- Added all news stories to DAS Health website, worked within WordPress CMS to add new content and maintain branding.
- Completed initial research and drafted DAS Health white paper, incorporated key industry statistics and information to maximize readership.
- Helped research lead generation tools and software's to optimize company's website, including top live chat tools.
- Assisted in one-time marketing projects as needed.

LEADERSHIP

Boricua Student Association at University of South Florida – Tampa, FL

August 2016 – December 2017

Public Relations Chair

- Take photos of club meetings and events for promotional purposes.
- Create a strong social media presence for the organization in order to gain exposure, promote events, and allow members to engage.
- Organize and manage club meetings and events by planning agendas and booking rooms.
- Design flyers and announcements for upcoming events to effectively promote on campus and social media sites.

Campus Toast at University of South Florida – Tampa, FL

February 2017 – December 2017

Social Media Manager

- Increase social media presence and number of followers, specifically on Facebook and Twitter.
- Create awareness of organization and encourage students to join by promoting on campus and online.

SKILLS & CERTIFICATIONS

- Languages – Bilingual (English and Spanish)
- Technology – Proficient on MAC and PC: MS Office Word, Excel, PowerPoint, Adobe Creative Cloud (basic), WordPress, Hootsuite and MailChimp
- Certifications – Google AdWords, Google Analytics (2017)
- Social Media – Facebook, Twitter, Instagram, SnapChat, LinkedIn, Tumblr and blogs.

