

Monica Rosales

E: r.monica8494@yahoo.com • C: 909.724.8482 • Rancho Cucamonga, CA 91730
www.linkedin.com/in/monica-rosales-pr

Public Relations & Marketing

Motivated Public Relations and Marketing student who understands fast paced projects, meets tight deadlines, and delivers superior performance. Possesses practical knowledge in the Public Relations aspect of a business. **Fluent in Spanish. Core Competencies include:**

Client Relations • Media Relations • Strategic Planning • Project Management • Event Coordinating • Prioritizations • Advertising Strategies • Electronic Press Kit • Research • Editing • Networking

PROFESSIONAL EXPERIENCE

Coyote Advertising • San Bernardino, CA • 2016-Present

On-campus multimedia training facility with a mission to prepare California State University, San Bernardino students for 21st century media leadership positions. Held by the College of Arts and Letters, students in the program engage in media projects and creative advertising services for paying clients.

Public Relations Intern

Assist in digital marketing effort and outreach including social media, online, email and other marketing platforms. Help coordinate various marketing, advertising projects and campaigns for agency clients and communicate regularly with client representatives to assess and fulfill marketing and advertising needs.

Katz Public Relations • Sherman Oaks, CA • 2016-Present

A full-service boutique public relations firm specializing in talent publicity, branding, social media, special events, and marketing. With a roster that encompasses some of entertainment's best award-winning and rising talent in television, film, and music, they aim to provide clients with media coverage across a variety of mediums.

Freelance Publicist Assistant

Worked under head publicists to help correspond with existing clients and maintain a growing roster. Pitched clients for national and local markets created biographies and update/create press kits.

- Created an Electronic Press Kit for continuous clients
- Obtained four new clients
- Obtained national and international coverage for clients.

Wells Fargo • Rancho Cucamonga, CA • October 2015- May 2016

American international banking and financial services holding company headquartered in San Francisco, California, with "hub quarters" throughout the country

Teller

Aimed to maintain sales objectives and meet goals for the branch. Used my communication and marketing skills to make close and personal connections with customers and help them obtain and use products to better help them maintain a financially stable life/

- Increased and passed sales goals each quarter.
 - Increased customer service ratings from bronze to gold within the first quarter.
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EDUCATION

**Bachelor of Arts in Communication, Public Relations & Marketing
California State University, San Bernardino • San Bernardino, CA • 2017**

TECHNICAL SKILLS

Proficient in Microsoft Office Suite:
Advanced in Excel • Word • Power Point • Outlook • Cision