

# Genesis Monterrubio

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## EDUCATION

### California State University, Fullerton, Fullerton, CA

Bachelor of Arts - Communication, Public Relations concentration

## WORK EXPERIENCE

### Self-Employed

Freelance Social Media Manager

Los Angeles, CA  
February 2023 - Present

- Analyzed social platform trends and industry competitors in order to develop strategic campaigns for client
- Ideated and scheduled monthly social media calendar for Instagram, Facebook, and TikTok
- Prepared monthly analytic reports to help refine strategies in order to increase leads and engagement

### Compadre

Marketing Intern

Culver City, CA  
September 2022 - January 2023

- Conducted research on agency competitors, marketing trends, and case studies
- Assisted with administrative tasks, social media, agency decks, marketing strategy, and copywriting
- Organized and updated marketing assets, calendars, and meeting notes for project teams
- Worked closely with cross-functional teams to lead, plan, and execute Compadre's holiday campaign

### Simply Salad

Team Member

Los Angeles, CA  
April 2021 - July 2021

- Analyzed customers' concerns using problem-solving skills to provide exceptional customer service
- Multitasked by aiding with packing pick-up orders and processing purchases
- Prepared food items, cleaned store, stocked items, sanitized areas, and washed dishes

### Arclight Cinemas

Crew Member

Santa Monica, CA  
April 2019 - August 2019

- Acquired skills pertaining to a fast-paced environment to provide guests with an interruption-free movie experience
- Collaborated with teammates during premiere nights and peak hours to clean theaters and ensure timely seating for guests
- Processed cash and card transactions for tickets, food, and merchandise purchases

## ACADEMIC PROJECTS

### Soroptimist International of Fullerton- Public Relations Campaign

March 2022 - May 2022

- Collaborated with a team of three to research and develop a public relations campaign plan for client
- Created and executed three communications strategies for client including social media posts, content calendar, and newsletter
- Redesigned website on Homestead and created social media assets with the use of Canva, Illustrator, and Photoshop

## VOLUNTEER

### Gracie's Giving Hands

Social Media Specialist

Los Angeles, CA  
August 2022 - July 2023

### Immigo LA

Volunteer

North Hollywood, CA  
October 2022 - March 2023

## SKILLS & OTHER

**Marketing Tools:** Google Workspace, Microsoft Office, Mailchimp, Planoly, Canva, Asana, CapCut, Meta Business Suite

**Social Media:** Instagram, Facebook, Tiktok, Pinterest, LinkedIn, Youtube

**Languages:** English (Native), Spanish (Native)

**Adobe Creative Cloud:** Photoshop, Illustrator, InDesign, Lightroom

**Interests & Hobbies:** entertainment, beauty, content creation, collage journaling, pop culture