

# MAYRA BRAVO



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## PROFESSIONAL SUMMARY

Recent cum laude graduate from California State University, Long Beach (CSULB), with a major in Public Relations and minor in Communication Studies. Seeking a role that leverages my social media and communications skills. Eager to contribute my diverse experience and academic achievements to a team-oriented environment that values creativity and effective communication.

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## ACADEMIC BACKGROUND

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Bachelor of Arts

2022-2023

- Major: Public Relations | Minor: Communication Studies
  - Achieved President's Honor List: Spring 2022, Fall 2022, Spring 2023 & Fall 2023
  - Concluded minor coursework studying abroad in Italy, adding a unique dimension to skillset
  - Active executive board member of both the Public Relations Student Society of America (PRSSA) and the National Association of Hispanic Journalists (NAHJ)
  - Contributed to student publications – DIG (magazine) and DíG en Español (bilingual magazine)
  - Co-hosted the Journalism and Public Relations Department's virtual "Internship Week"
  - Launched and hosted a regular YouTube series showcasing transfer student experiences
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## INTERNSHIPS & WORK EXPERIENCE

### SOCIAL MEDIA MANAGER

JOURNALISM AND PUBLIC RELATIONS DEPARTMENT  
AT CALIFORNIA STATE UNIVERSITY, LONG BEACH

2023

- Managed and curated content across multiple social media platforms including Instagram, TikTok, LinkedIn, YouTube, Facebook, and Twitter (X), with a primary focus on Instagram as per departmental priorities
- Produced multiple reels, achieving significant engagement with several surpassing 20,000 plays; some reels went viral, amassing over 1 million views
- Exceeded departmental goals by increasing social media reach by 1,511%, interactions by 2,417%, and followers by 15%
- Initiated and coordinated a regular series highlighting student leaders within the department, including live Q&A sessions, which I scheduled, promoted, and managed
- Implemented strategic campaigns and initiatives to align social media efforts with departmental objectives, fostering community engagement and showcasing student leadership

### SOCIAL MEDIA MANAGER

NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS

2023

- Developed and executed culturally relevant social media campaigns on Instagram to engage and empower CSULB's Latinx community



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- Achieved significant growth, increasing the account's reach by 74% and interactions by 238%
- Monitored Instagram closely, responding promptly to comments and direct messages
- Attended and promoted events, creating engaging content to effectively showcase and promote these initiatives
- Collaborated with NAHJ team members to strategize and implement initiatives that enhanced community engagement and visibility through dynamic event coverage

### **DIRECTOR OF ALUMNI RELATIONS**

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

2023

- Planned and coordinated a variety of events and activities, including alumni reunions and networking events, to foster community engagement and support, as well as to provide opportunities for current PRSSA students to connect with alumni professionals
- Maintained an accurate and up-to-date alumni database, ensuring proper recording of contact information and relevant data, demonstrating attention to detail and data management skills applicable to maintaining media contacts and tracking PR efforts effectively
- Created and distributed regular communications, such as newsletters and email updates, to keep alumni informed about news and events

### **COURT SERVICES ASSISTANT I – III**

LOS ANGELES SUPERIOR COURT

2017 – 2021

- Demonstrated exceptional written communication skills by accurately reviewing and processing legal documents, ensuring compliance with established procedures
- Effectively communicated legal filing processes, calendaring procedures, and court-related information to diverse stakeholders, including court staff and the public
- Utilized organizational and multitasking abilities to perform administrative tasks for multiple judicial officers, including maintaining several calendars and ensuring accurate scheduling of appearances and hearings

### **SALES SUPERVISOR**

GIORGIO ARMANI

2016 – 2017

- Spearheaded the inaugural team for opening an Armani store, showcasing strong project management and integrated communications skills
  - Mentored associates in cultivating a loyal client base, demonstrating effective interpersonal skills for engaging with diverse media
  - Enhanced visual merchandising initiatives, including floor plan alterations, creative mannequin displays, and captivating window presentations
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## **EARLY EXPERIENCE**

### **CONTENT WRITER**

CBS RADIO

2010

- Blogged for top Los Angeles radio stations including AMP Radio, Jack FM, KROQ and more, using knowledge of SEO to optimize content
- Wrote breaking news blogs by staying up-to-date with music, pop culture trends and events
- Published content using WordPress, ensuring timely and accurate updates