

MAYRA BRAVO



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mayrabravo.com



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[/mayrabravo](https://www.linkedin.com/company/mayrabravo)

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 dynamic role that leverages my skills in social media and communications. Eager to contribute my diverse work experience and academic achievements to an inclusive, team-oriented environment, where creativity, strategic thinking and effective communication are valued.

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
 - Co-hosted the Journalism and Public Relations Department's virtual "Internship Week"
 - Contributed to student publications – *DIG* (magazine) and *Díg en Español* (bilingual magazine):
 - "A Journey of Resilience: From Uncertainty to Triumph"
 - "Guilt and Gratitude: The studying abroad experience of a first-gen Latina"
 - "10 Must-Have Products from Latinx Beauty Brands"
-

INTERNSHIPS & WORK EXPERIENCE

SOCIAL MEDIA MANAGER

JOURNALISM AND PUBLIC RELATIONS DEPARTMENT

2023

AT CALIFORNIA STATE UNIVERSITY, LONG BEACH

- Managed social media accounts, prioritizing Instagram, and created content to increase brand awareness and engagement
- Produced multiple reels, most of which gained over 20,000 plays, including the account's first viral reels to gain over 1 million plays
- Dramatically exceeded the department's goals by increasing the account's reach by +1,511%, interactions by +2,417%, and followers by +15%

SOCIAL MEDIA MANAGER

NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS

2023

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



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- Achieved notable growth metrics, including increasing the account's reach by +74% and interactions by +238%
- Monitored social media platforms and responded promptly and professionally to comments and direct messages

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 a wide range of legal documents, ensuring compliance with established procedures and legal requirements
- Leveraged strong interpersonal skills to effectively communicate legal filing processes, calendaring procedures and other court-related information to diverse stakeholders, including court staff, litigants and the public
- Utilized organizational and multitasking abilities to set up, prepare and update court calendars, ensuring accurate scheduling of appearances and hearings in compliance with legal codes and court policies
- Exhibited flexibility and adaptability by assisting in various court functions, including criminal complaints processing, probation transfers and jury service coordination, while maintaining a high level of attention to detail and meeting legally-established deadlines
- Applied problem-solving skills to address inquiries from the public and court personnel, demonstrating the ability to interpret requirements and procedures accurately and provide clear and concise explanations

SALES SUPERVISOR

GIORGIO ARMANI

2016 – 2017

- Spearheaded the inaugural team responsible for opening an Armani store location, showcasing strong project management skills and ability to coordinate integrated communications
- Mentored associates in cultivating and maintaining a loyal client base, demonstrating effective interpersonal skills essential for engaging with diverse media and hosting them at special events
- Actively contributed to the enhancement of visual merchandising initiatives, encompassing floor plan alterations, creative mannequin displays, and captivating window presentations
- Developed and executed strategic sales plans to achieve and exceed revenue targets, showcasing analytical skills and a results-driven mindset
- Utilized market research and customer feedback to identify trends and opportunities