SELINA PICHARDO

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Public Relations | Student| Blogger

bigcityprdreams.weebly.com

EXPERIENCE

CSR/Receptionist-*David’s Bridal* **[April 2012-Present]**

•First person to greet customers

•Handle all incoming calls

•Assign tasks to team of 5-7 members

Blog Founder- *Big City-Pr Dreams* **[Jan. 2014-Present]**

•Create weekly blog content

•Manage social media presence

Marketing/PR Intern- *EPU Children’s Center* **[Feb. 2014-July 2014]**

• Help organize annual fundraiser of 700 guests

• Create press release for event

• Cold-calling to update media contact list

Student Assistant-*Fresno State* **[Aug. 2010-Feb.2014]**

•Receptionist (answering phones/taking messages)

•Organizing student records

•Using Oracle to access student records

ORGANZATIONS

Fresno State PRSSA (Member) **[Sept. 2013- Present]**

•**Special Events Coordinator**: Assistance in fundraising, planning of events for bi-weekly meetings, and out-of town trips.

TALK PR-Strategic Promotion Solutions **[Feb. 2014- Present]**

•**Director of Public Relations**: Create content for TALK social media platforms (Facebook, Twitter and Instagram), managing TALK WordPress blog website, and coordinate/plan socials and events for TALK members.

EDUCATION

California State University, Fresno

•B.A. in Communication

•Certificate in Marketing

•Aug. 2009-Expected Graduation Date: May 2015

\*REFERNCES AVAILABLE UPON REQUEST\*