

# ADRIANA VAZQUEZ

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## EXPERIENCE

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### CONTENT STRATEGIST

Gladstone Institutes | 2018 - Present

- Served as lead copywriter for a variety of communications including event marketing , newsletters, website copy, executive communications, and social media
- Developed social media strategy that **increased audience more than 600%, engagements 260%, and impressions 450%**
- Executed email marketing strategies that **boosted subscribers 200%**
- Led the production of and wrote scripts for **25+ videos**
- Project managed and oversaw the content strategy for the redesign of the organization's website, **increasing traffic 17% in the following year**

### CONTENT MANAGER

Independent Institute | 2018

- Designed customer personas, customer journeys, and content guidelines for Millennial oriented sub-brand

### SOCIAL MEDIA MANAGER

Independent Institute | 2016-2018

- Created social media strategy
- Established social media content calendar

### COMMUNICATIONS COORDINATOR

Independent Institute | 2015-2016

- Headed email marketing campaigns
- Overhauled email marketing system and process
- Managed sales and inventory

### SENIOR PROGRAM ADMINISTRATOR

San Pablo EDC | 2014-2015

- Created marketing materials, including videos, flyers, and emails
- Led transition to new email software

## ABOUT ME

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I'm a writer with a passion for storytelling and content creation. Experienced in digital marketing as well as project management within creative teams.

## SKILLS

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- CONTENT STRATEGY
- SOCIAL MEDIA STRATEGY
- WRITING AND EDITING
- EMAIL MARKETING
- DIGITAL MARKETING
- EXECUTIVE COMMUNICATIONS
- PROJECT MANAGMENT

## TECHNICAL

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- MICROSOFT OFFICE AND GSUITE
- MAILCHIMP
- ASANA
- **GRAPHIC DESIGN:** CANVA, ADOBE EXPRESS
- **SOCIAL MEDIA:** INSTAGRAM, TWITTER, FACEBOOK, LINKEDIN, TIK TOK, YOUTUBE, SPROUT SOCIAL, BUFFER

## OTHER EXPERIENCE

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### WRITING FELLOW

Young Voices | 2017 - 2018

## EDUCATION

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UNIVERSITY OF CALIFORNIA, BERKELEY

BA IN POLITICAL ECONOMY AND ITALIAN STUDIES (2013)