

EVELYN ARROYO

MARKETING COMMUNICATIONS | CAMPAIGN STRATEGY | CONTENT & EVENTS

Orange County, CA | evelynarroyovaldez@gmail.com | linkedin.com/in/evelynarroyovaldez | evelynarroyovaldez.com

PROFESSIONAL SUMMARY

Marketing communications professional with 3+ years of experience across digital communications, campaign strategy, email marketing, social media, and events. Experienced managing web, email, and social channels; developing audience-focused content; and coordinating projects across higher education, nonprofit, startup, and customer-service settings.

CORE SKILLS

Marketing & communications: Campaign strategy | Content strategy | Social media | Email marketing | Copywriting & editing | Public relations | Brand marketing | Event marketing | Audience research & analytics | Stakeholder communications

Tools & creative: WordPress/CMS | Mailchimp | Adobe Photoshop, Illustrator & Premiere Pro | Canva | Jira | Microsoft Office | Google Workspace | CRM/database management | English/Spanish bilingual

PROFESSIONAL EXPERIENCE

Events & Communications Assistant | Berkeley Center for New Media

Sep 2022 - May 2026

- Managed website, Mailchimp email, and social communications; published articles and event pages, maintained 300+ contacts, and coordinated cross-channel publishing.
- Produced Instagram posts and Reels, event promotions, and photo/video coverage; content reached 37,000 views in March 2026, up 15% month over month, with 80% from non-followers and 57 new followers.
- Provided editorial design and production support for a 77-page publication featuring work by students, alumni, and faculty.
- Coordinated speaker communications, schedules, materials, technical setup, and day-of delivery for recurring public programs; independently handled recurring workflows for six months.

Brand Ambassador & Whitening Specialist | WeWhiten

Oct 2024 - Feb 2025

- Recognized as a top product sales performer through personalized consultations, product education, add-on purchases, treatment-plan sales, and repeat bookings.
- Created branded graphics and short-form promotional content while managing treatments, client education, and follow-up in a high-touch service setting.

Marketing & Public Relations Director | Latinx Business Student Association

Aug 2021 - May 2023

- Led campaign planning and content production that generated 10,000+ impressions while maintaining a consistent visual identity across professional, fundraising, and community initiatives.
- Helped market and execute a 186-person annual banquet, 80-person retreat, and sold-out fundraiser that raised \$2,000+, coordinating promotion, ticketing, vendors, budgets, guest communications, and day-of logistics.
- Coordinated with Finance, campus teams, alumni, and corporate representatives to keep event communications, resources, and deadlines aligned.

Marketing Intern / Founding Intern | CodeSpeak Labs

Nov 2020 - May 2021

- Supported launch marketing for The Next Step, the company's first high-school program, helping name the program and develop early brand messaging and promotional materials.
- Designed social content for Instagram, Facebook, and X/Twitter while supporting publicity, interviews, and community outreach.

SELECTED PROJECTS

- **Platform: Scan It:** Conducted 12 ethnographic interviews, helped shape modular-footwear positioning, and designed the campaign presentation; the team QR prototype generated 51 click-throughs and 3 form submissions.
- **Evelyn's Bubble:** Built and managed an independent WordPress publication for one year, owning editorial direction, original writing, site structure, publishing, and visual presentation.
- **Bill Wilson Center:** Led a five-person team through nonprofit research, proposal development, and presentation; secured a \$2,500 grant through a class funding competition.

ACHIEVEMENTS

- SkillsUSA California, 2019: 1st Place Regional and 3rd Place State, Promotional Bulletin Board Design.
- Published in The Atlas of the Otherwise, Vol. 1, 2025: 3D navigational map of UC Berkeley's Main Stacks.
- Top 100 Scholar, 2021: Santa Ana Unified School District.

EDUCATION

University of California, Berkeley | B.A., Media Studies, Digital Studies Emphasis