

EVELYN ARROYO VALDEZ

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PROFESSIONAL SUMMARY

UC Berkeley Media Studies graduate with hands-on experience across social media, digital content, email marketing, website publishing, and event promotion. Generated 30,000+ Instagram impressions at Berkeley Center for New Media and 10,000+ campaign impressions with LBSA, with additional experience in short-form video, audience research, Mailchimp, CMS/WordPress, and customer-facing brand promotion.

CORE SKILLS

Content & Marketing: Social Media Strategy, Content Planning, Copywriting, Email Marketing, Social Analytics, Short-Form Video, Public Relations, Event Marketing

Creative & Web Tools: Adobe Photoshop, Illustrator, Premiere Pro, CapCut, Canva, Mailchimp, WordPress/CMS

Platforms & Business Tools: Instagram, TikTok, Facebook, LinkedIn, Google Workspace, Microsoft Office

Languages: English and Spanish (bilingual); Dutch (elementary)

EXPERIENCE

Events & Communications Assistant

Sep 2022 – May 2026

Berkeley Center for New Media

Berkeley, CA

- Generated 30,000+ Instagram impressions in three months by planning and publishing social content, website updates, and promotional communications for public programs and events.
- Wrote articles, maintained CMS content, built mass-email campaigns in Mailchimp, and kept 300+ contact records accurate and ready for outreach.
- Photographed and recorded events with Canon cameras, supported transcription and archive workflows, and managed communications and event operations independently for 6+ months.

Brand Ambassador & Whitening Specialist

Oct 2024 – Feb 2025

WeWhiten

Irvine, CA

- Increased sales 40% through personalized consultations, post-service recommendations, upselling, cross-selling, and follow-up bookings.
- Created promotional graphics and short-form video for social channels while representing the brand in direct client interactions.

Marketing & Public Relations Director

Aug 2021 – May 2023

Latinx Business Student Association

Berkeley, CA

- Produced digital campaigns with custom graphics and video that generated 10,000+ impressions.
- Promoted a sold-out fundraiser with 80+ attendees that raised more than \$2,000; also planned a 180+ guest yacht banquet and 80-person retreat.
- Coordinated budgets, vendors, seating, and outreach with Finance and external brand representatives, including EY, Deloitte, and KPMG.

Marketing Intern / Founding Intern

Nov 2020 – May 2021

CodeSpeak Labs

Santa Ana, CA

- Created social media content and promotional graphics in Canva for Instagram, Facebook, and Twitter, supporting brand development and audience engagement.
- Supported interviews and publicity and helped name the inaugural high school program, "The Next Step."

SELECTED PROJECTS & ACHIEVEMENTS

- Platform PR Campaign (2023):** Conducted consumer interviews and concept validation for a modular footwear startup, then developed QR-code activations for product discovery and engagement.
- Grant Winner, Strategic Philanthropy (2023):** Led a five-person team through financial research and nonprofit evaluation; the proposal secured a \$2,500 grant for a nonprofit supporting survivors of sexual violence.
- Published in The Atlas of the Otherwise (2025):** Vol. 1 featured a 3D navigational map of UC Berkeley's Main Stacks.
- SkillsUSA (2019):** 1st place regionally and 3rd in California for Promotional Bulletin Board Design.
- Top 100 Scholar, Santa Ana Unified School District (2021):** Recognized for academic excellence among 46,593 students.

EDUCATION

University of California, Berkeley

May 2026

B.A. Media Studies, Digital Studies Emphasis

PORTFOLIO

My Website: evelynarroyovaldez.com