

Vanessa Leon

EDUCATION

Iowa State University | 2012-2016

Public Relations and Event Management

Bachelor of Liberal Arts & Sciences

Related Coursework

PR 424 – Public Relations Campaigns –
Developed campaigns for local businesses
and social institutions

EVENT 471 – Special Event Coordination –
Event leadership and planning for various
communities and national organizations

Deans List

Fall 2015



Vleon1226@gmail.com



[515-720-2971](tel:515-720-2971)



[linkedin.com/in/vanessa-leon-b17096112/](https://www.linkedin.com/in/vanessa-leon-b17096112/)



vanessaleon1.wixsite.com/vanessa-leon

SKILLS

- Bilingual (Spanish and English)
- Knowledge of AP Style
- Microsoft programs
- Adobe Creative Suite
- Salesforce/Exact Target
- Social Media Management - Twitter, Facebook, Instagram, Snapchat, Pinterest, YouTube & emerging platforms
- Content management systems
- Facebook Insights
- Hootsuite, WordPress, Wix
- Strong leader, team player, task management and excellent communication skills

VOLUNTEER EXPERIENCE

- Amanda The Panda Ambassador: community events, volunteer fairs, activity coordinator
- HCI Foundation: fundraising & event planning

REFERENCES

- Available upon request

EXPERIENCE

Marketing Specialist | TMGFS | November 2017 - Present

- Lead and develop assignments for the continuous improvement of the organization including focus on strategic, operational and financial growth
- Work with appropriate areas to create tracking, measurement and reporting tools that document campaign progress
- Develop all aspects of communication through strategy development, project management, budget and response projections, design, copywriting, list management and results analysis
- Coordinate with internal and external resources to ensure assigned projects fulfill deadlines
- Build relationships with key internal and external stakeholders to drive and implement marketing tactics
- Maintain audience communication through emails, campaigns, direct mail and social media
- Assist in the development and management of an annual marketing calendar and budget
- Effectively implement appropriate project meetings, timelines and resources as needed

Branch Coordinator | Iowa Realty | August 2016 – November 2017

- Organize internal and external marketing materials including advertisements, direct mail, product literature, brochures, emails, social media, to increase brand engagement
- Help plan and organize marketing and communication efforts ensuring maintenance of a consistent corporate image throughout all promotional materials and websites
- Monitor inventory to schedule print ads and newsletters
- Serve as media liaison and manage client/vendor relationships
- Event coordination across entire commercial department
- Produce weekly sale & marketing meetings for commercial staff and ownership
- Manage office calendar and schedule guest speakers

PR Intern | BOGO Bowl | May 2015 – May 2016

- Fully supported company's PR strategy through various marketing tactics
- Curated & scheduled company's social media content on all platforms
- Strategized audience engagement on all media channels
- Measured, analyzed and optimized content performance across all outlets
- Managed PR campaigns, promotional events and direct mail kits
- Increased brand awareness and built relationships with current & prospect clients
- Wrote company blogs
- Organized company contests and promotions
- Researched industry trends and analyzed up-to-date current events through social media auditing
- Manage Facebook analytics
- Crisis control management