SashaBecerra

486 Palisade Street, Pasadena, CA 91103 // svbecerra@gmail.com // 323.400.5140 // hellosasha.com

EDUCATION

B.A. English & Comparative Literary Studies
Occidental College, Los Angeles, CA Graduated May 2009
Study Abroad Fall 2008 in Granada, Spain

SKILLS

Social Media Marketing and Content Strategy via Facebook, Twitter, Pinterest,YouTube, Reddit,Tumblr, Wordpress, etc. Blogging and Copywriting. Social Media Management. Basic HTML. MAC/PC. CMS. Proficient in Microsoft Office Suite i.e. Word, Excel, PowerPoint. Proficient in Photoshop. Digital and Film Photography. Graphic Design and Photo Editing experience. Project management. Basic SEO skills. Fluent in English and Spanish.

WORK EXPERIENCE

SOCIAL MEDIA MANAGER // COUNTERINTUITY, BURBANK, CA // *5/12- PRESENT*
Direct social media and communications efforts on behalf of client projects and for Counterintuity itself. Design, implement and facilite regular email newsletter, blog posts, Facebook, Twitter, YouTube and other social media platforms. Develop and manage schedules for content deployment, engage and develop community, monitor metrics and provide reporting. Project management, copywriting and editing and other social PR efforts.

INTERACTIVE COORDINATOR // EQAL, NORTH HOLLYWOOD, CA // *9/11-1/12*
Independently conceive, write, edit daily blog posts. Manage web community (i.e. increase engagement via contests, polls, giveaways, live chats, etc). Maintain editorial calendar/posting schedule for multiple sites. Social Media Strategy (Facebook, Twitter, Pinterest, YouTube, etc). Liaise w/ celebrity clients for content pitches and approval. Photo Editing and Graphic Design in Photoshop/Polyvore. Light iMovie editing. Umbrella publisher. Managed: www.ChelseaKane.com

SOCIAL MEDIA MANAGER // CHALKBOARD MUSIC, HOLLYWOOD, CA // *3/10-6/11*
Maintain, create and update all social media platforms for Artist Roster (Kerli, Donna Summer, etc). Concieve and manage the day-to-day execution of all campaigns, promotions, contests. Graphic/web design. Liaise w/ clients and assist w/ creating online partnerships w/ Disney, Buzz Media, SXSW, WMC, Nylon Magazine, etc. Created: www.iamamoonchild.net

ADMINISTRATIVE ASSISTANT // OFFICE TEAM, LOS ANGELES, CA // *6/9-3/10*
Assist various corporations (LiveNation, Wessco International, etc) with office needs such as phones, scheduling, filing, customer service, managing mail, data entry, database mgmt and content creation.

MEDIA RELATIONS INTERN // BMI, WEST HOLLYWOOD, CA // *2/9-5/9*
Assist V.P. of Media Relations with online media research and outreach, database mgmt , the creation of press materials and assist weekly social media development teleconferences with corporate in Nashville. Assist with event planning, talent relations, producing and proofing press releases.

MARKETING INTERN // MYSPACE MUSIC, BEVERLY HILLS, CA // *6/8-8/8*
Assist Manager of Promotions and Events with email, phone and shipping between clients/artists. Create copy and track analytics across MySpace Music web properties. Integral to the planning and execution of promotion at events i.e. HARD Fest, Vans Warped Tour, Lollapalooza, etc. Manage promotional items to develop brand.

PHOTOGRAPHER // HELLO SASHA, LOS ANGELES, CA // *9/7- PRESENT*
Shoot live music, arts, style and culture events. Engagement Photos, Headshots, Set Photography. Work done for Relay For Life, TheScenestar.com, TheAudioPerve.com, GrimyGoods.com, etc.

MEDIA INTERN // VISUAL COMMUNICATIONS, LOS ANGELES, CA // *6/7-8/7*
Digitizing and archiving photographs of LA based artists in Asian American community. Photography, Photo Editing and Graphic Design for flyers, posters, brochures, etc. Assist with curating and publicizing Film Festival.

ADMINISTRATIVE ASSISTANT // OCCIDENTAL, LOS ANGELES, CA // *9/5-5/9*
Design all promotional print/web media for programs sponsored by the Career Development Center. Phones, scheduling, provide customer service and manage database. Gather data to create yearly exiting student report.

WEB DESIGNER // THE OXY WEEKLY, LOS ANGELES, CA // *9/5-5/9*
Create the paper's first website. Code/Design a layout for the website. Maintain and update content as needed.