

# Sasha Becerra

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. Fluent in English and Spanish.

## WORK EXPERIENCE

### **INTERACTIVE COORDINATOR // EQAL, NORTH HOLLYWOOD, CA // 9/11-1/12**

Independently conceive, write, edit daily blog posts. Manage web community (i.e. increase user engagement via contests, polls, giveaways, live chats, etc). Maintain editorial calendar and 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 and Polyvore. Light iMovie editing. Umbrella publisher. Managed: [www.ChelseaKane.com](http://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). Conceive and manage the day-to-day execution of all campaigns, promotions, contests. Graphic/web design using Photoshop and Wordpress. Liaise w/ clients and assist w/creating online partnerships w/ Disney, Buzz Media, SXSW, WMC, Nylon Magazine, etc. Created [www.iamamoonchild.net](http://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.

### **FREELANCE 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. Write editorial for [www.vconline.org](http://www.vconline.org)

### **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.

References & links upon request.