

# Melissa Altamirano

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[LinkedIn Profile](#)

[Online Portfolio](#)

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## EDUCATION

**BIOLA University**, La Mirada, CA

Major of courses in *Public Relations*

School of Journalism and Integrated Media

## EXPERIENCE

**Social Media Consultant** (2015-2018)

Perform audits, provide strategy consulting, create social media content, write blogs and provide other content marketing services to increase engagement and generate online traffic for several clients including small and medium sized businesses.

**Bella Medical Products LLC** – The Perfect Derma Peel

*Social Media and Marketing* (2015)

Create and implement strategic social media content, manage blogger outreach, and write educational blog articles for SEO aimed at growing engagement rates, follower growth and website referrals.

**Los Angeles World Airports** (Van Nuys Airport - VNY)

*Public & Community Relations, SPW II* (2014-2015)

Support public relations goals through comprehensive social media management with strategic planning and original campaigns targeting airport publics, and key participation in industry events, resulting in increased event turnout and follower growth across social media: Facebook (32%), Twitter (71%), and Instagram (500%).

- Write drafts for news releases, speeches, media advisories, newsletters
- Train staff on social media management for daily use and crisis preparation
- Coordinate website management (graphics, data updates, layout improvements)

**Los Angeles World Airports** (Los Angeles International Airport - LAX)

*Public Relations, SPW I* (2013-2014)

Manage social media accounts and create content covering traffic, event, construction and emergency updates for campaign to increase awareness of multibillion dollar improvement projects resulting in follower growth (100%+) and honorable mention at social media Icon Awards

- Manage visual media, conduct interviews and write feature stories and newsletter articles
- Develop strategic plans based on audits, department goals and industry trends

**California Machinery Movers**

*Marketing Assistant* (2012-2014)

Implement strategic marketing solutions for optimized internet ranking by applying SEO practices, writing website copy, newsletters and directing other projects resulting in a 30% customer lead increase

## SKILLS

- Bilingual - Spanish (speak, read, write)
- Familiar with DSLR cameras
- Versatile writer: blogging, SEO articles, feature stories, news releases, etc.
- Newsletter production with Microsoft Word, Constant Contact, InDesign
- Web design on WordPress, Weebly
- Proactive, creative, strategic-thinker

**CERTIFICATIONS:** Google Analytics, Hootsuite