

RAISA WYANT

COMMUNICATIONS
SPECIALIST




ABOUT


- Inspiring leader
- Diverse cultural experiences
- Empathetic, attentive listening
- Self-motivated
- Detail-oriented and organized
- Bilingual (Spanish-English)


SKILLS


- Administrative experience
- Event creator, planner, and organizer
- Promotions, marketing, and digital media production
- Development of social media marketing campaigns
- Proficiency in graphic design (Adobe and Canva)
- Photography and videography skills
- Photo and Video edition
- Website development skills
- Proficient in MS Office Programs, Google Apps, etc.

CONTACT

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 www.raisarosas.com

EDUCATION

UNIVERSIDAD AUTONOMA DE NUEVO LEON, N.L, MX

DEGREE AWARDED 2010 (USA
CERTIFIED):

BACHELOR OF COMMUNICATION
SCIENCES SPECIALIZING IN
MARKETING

UNIVERSITY OF TEXAS-PAN AMERICAN, EDINBURG, TX

JUL 2013

ENGLISH IMMERSIVE PROGRAM

IAB EUROPE

AUG 2017

GOOGLE-CERTIFIED SEO/ONLINE
MARKETING

WORK EXPERIENCE

Online Marketing and Event Coordinator

World Languages Program

Eureka Schools Foundation (ESF), Granite Bay, CA
SEPT 2020 - JUL 2022

- Oversee development, implementation, and management of marketing campaigns.
- Create, direct, and coordinate events that promote the world languages program among school site staff, students, parents, and the community.
- Create marketing materials, including newsletters, promotional content, brochures, advertisements, presentations, posters, photos, and videos.
- Establish and nurture professional connections with local business representatives, community members, district staff, students, and families.
- Manage website and social media channels.
- Acquire new leads and maintain existing customers.

PROFESSIONAL GROWTH AND VOLUNTEERING

Assistant to the Executive Director

Triumph UNCORKED

Triumph Cancer Foundation, Sacramento, CA
SEPT 2022 - PRESENT

- Assist in planning and executing annual fundraiser servicing 300+ guests.
- Work with the ED to coordinate and supervise event operations.
- Ensure compliance with regulations and internal policies.
- Monitor attainment of event objectives.
- Online event promotion and community calendar postings.
- Assist with data entry, auction, and fundraising software.
- Represent the foundation and its mission.
- Fulfill other duties as assigned by the ED.

Event Volunteer

Triumph Cancer Foundation, Sacramento, CA
JUL 2017 - PRESENT

- Promote special events through social media.
- Staff booth and distribute information about Triumph Fitness.
- Support Triumph's programs at events like the Shamrock'n, Women's Fitness Festival, health fairs, and cancer support gatherings.

REFERENCES

WORK EXPERIENCE (CONT.)

World Languages Program Para-Educator (Spanish)

Eureka School Union District, Granite Bay, CA.
AUG 2016 - MAY 2020

- Implements the Spanish immersion program in the general education environment.
- Provide clear directions and consistent discipline according to school or classroom rules.
- Follow multiple curriculums from K-6th.
- Create and deliver lesson plans to school sites, teachers, and principals.
- Communicate effectively with district staff, teachers, parents, and students.

World Language Program Developer (Spanish)

Eureka School Union District, Granite Bay, CA.
AUG 2018 - MAY 2020

- Lead and coordinate the Spanish immersion program for five school sites K-6th.
- Organize, lead, and document monthly meetings with Spanish Para-Educator instructors.
- Assist in adapting the Spanish curriculums to the District's needs.
- Train and coach new instructors (especially with remote teaching technologies).
- Work closely with the District Curriculum Coordinator.
- Ensure that the execution of the World Language Program follows the standards required by the district.



SCAN OR CLICK TO SEE MY PORTFOLIO

