

# Salina M. BELTRAN

Cell : [REDACTED]

[www.linkedin.com/in/salina-beltran](http://www.linkedin.com/in/salina-beltran)

*Young professional seeking a position in Communication, Public Relations, Marketing or similar field. Experience in copywriting, brand development, customer support and administration. Genuine passion for building relationships within an organization and the community around it.*

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## WORK EXPERIENCE

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### Marketing Assistant | Wayne Farms LLC

September 2018 – Currently

- Write, edit and proof copy for internal and external communication pieces.
- Launch and differentiate products in the market through effective, creative messaging and brand development.
- Oversee all social media campaigns and draft quarterly reports on performance.
- Develop sales material i.e. catalogs, slide decks, promotional videos, training material and research analysis.
- Responsible for all consumer care of our retail brands, and manage inquiries coming through our primary website.
- Provide marketing support for customers i.e. website development, broker training and designing FOH material.
- Head all event planning for food shows and conferences, including booth conception, coordination and logistics.
- Perform quarterly audits and updates for all external-facing marketing material, including website maintenance.
- Maintain all customer-facing email campaigns through our CRM system.
- Design and implement large installation graphics for our plants and facilities.
- Log all invoicing for the Marketing department.

### Social Media Intern | KRAM Marketing

January 2018 – April 2018

- Assisted in the organization's rebranding and launching new product lines.
- Strategized and executed all social and digital campaigns i.e. content calendars, email blasts, blogs, etc.
- Conducted competitive analyses and social media audits for clients to improve their online marketing presence.

### Manager | Firehouse Subs

December 2011 – December 2017

- Hired, trained and coached new staff on customer service skills and food safety at multiple store locations.
- Oversaw employees in front and back of house to ensure compliance with company policies and regulations.
- Conducted restaurant opening and closing procedures and managed deposits.
- Completed daily, weekly and monthly managerial tasks i.e. order produce/supplies, track inventory, wrote schedules, maintain store cleanliness, etc.

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## SKILLS

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- Zweisprachig in Deutsch (lesen und schreiben) und Englisch
- Proficient in Microsoft Office, Microsoft Dynamics (CRM system), Outlook Calendar, FSEnablers, Syndigo and Cision
- Strong AP style writing

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## EDUCATION

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### Kennesaw State University

B.S. in Communications, focus in Public Relations

Magna Cum Laude, final GPA of 3.8



Dear hiring manager,

My name is Salina Beltran, I have a B.S. in Communications focusing in Public Relations from Kennesaw State University. It was with great interest that I came across the job post for Assistant to the Dean for Marketing and Communications. I'm eager about this opportunity as I know my skills and work ethic would lend themselves well to this position, and I'd love to branch out into the higher education system. I'm confident in using my knowledge to design and launch cost effective marketing campaigns that will engage our various audiences and stakeholders. I'm also keen on serving as a representative of UGA and look forward to increasing the awareness and visibility around the department, both on and off campus.

Currently, I'm a Marketing Assistant at Wayne Farms LLC, a private poultry company located in Gainesville. My role requires that I support both of my managers, while maintaining my own duties. Some of the tasks I drive include internal communications, social media management, event planning, customer service and consumer care, copy writing and more. During my time at Wayne Farms I've really improved my ability to respond and adapt to change, prioritize projects to optimize my time, and of course balancing multiple projects at a time.

Previously I was manager at Firehouse Subs. In the six years I've worked there, I learned everything from management skills to customer service. My responsibilities included hiring and coaching new employees, leading opening and closing procedures, and overseeing front and back of house employees in addition to my usual supervisor tasks. I was also a nanny for five years which stressed organization and multitasking while also being an assistant to the parents. Meanwhile, as I attended KSU, I was president of the women's club soccer team which taught me the value of teamwork and communication, but most importantly leadership.

A position with UGA would be deeply appreciated. I am a determined, self-motivated, and hard-working individual who puts forth their best effort every time, so I promise I won't let you down! Hopefully you see the potential I can bring to your organization and I hear back from you soon. I'm available to start immediately and can be reached via email or cell phone. Please feel free to contact me if you have any questions or concerns.

Thank you for your time and consideration,

Salina M. Beltran

