

Mayibel Ruiz

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EDUCATION

California State University, San Bernardino

BS in Communication Studies, Organizational Communication

San Bernardino, CA

Graduation Date: May 2022

- Organizations: Coyote PR, Coyote Radio, Coyote Chronicle,

WORK EXPERIENCE

Southern California Association of Governments (SCAG)

Media & Public Affairs Intern

Los Angeles, CA

September 2022 – Present

- Created a social media strategy for evergreen content that communicates SCAG's mission.
- Systemized a detailed inventory logging and tracking system of SCAG's swag, making it easy for staff to check out inventory before an event or conference.
- Collaborated with local government in every city and county within the Southern California region to update SCAG's database of elected official term dates and midterm election results.

Coyote PR

Social Media Strategist

San Bernardino, CA

January 2022 – May 2022

- Designed social media posts and flyers using Canva Pro for nonprofit organizations and CSUSB fundraisers and events.
- Synthesized information the nonprofits presented during PR client meetings to develop marketing deliverables for social media posts and flyers.
- Adapted strategic communication expertise to every nonprofit with diverse backgrounds by collecting data and researching local cities and businesses for demographic and target audience information for the nonprofit organizations.

Coyote Radio

Social Media Strategist

San Bernardino, CA

January 2022 - May 2022

- Developed a social media strategy to reposition Coyote Radio on Instagram and Tik Tok by incorporating a team content calendar and monthly insight meetings for data collection and strategy analysis.
- Created and directed Instagram and Tik Tok posts for Coyote Radios' social media pages.
- Authored and delivered public service announcements and radio sweepers for Coyote Radio that were played on the air, informing students of events, social issues, and public health information.

Coyote Chronicle

Journalist/Writer

San Bernardino, CA

January 2022 – May 2022

- Wrote and edited news stories, feature articles, and event articles for the Coyote Chronicle on WordPress.
- Reported and photographed events and people on campus for Coyote Chronicle.
- Investigated topics affecting the CSUSB student body by researching peer-reviewed journals and industry-relevant sources.

SKILLS & INTERESTS

Skills: Microsoft Office (Excel, PowerPoint) | WordPress | Adobe Creative Suite | SEO | Content Creation

Interests: Brand Strategy, Public Affairs, Marketing & Operations, Analytics, Illustration, Design