

# Erika Figueroa

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## EDUCATION

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**California State University, Long Beach (CSULB)** **Expected: May 2024**  
Bachelor of Arts in Journalism, Minor in Film and Electronic Arts  
GPA Cumulative/Major: 3.93/4.0  
President's Honor List (Fall 2020 – Fall 2023)

## RELEVANT COURSEWORK

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- Advanced Media Design
- Principles of Public Relations
- Digital Tools for Public Relations
- Social Media Communication
- Advanced Multimedia Journalism
- Entertainment Publicity
- Daily 49er News Production Team
- Film and Culture

## RELEVANT EXPERIENCE

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**Dig en Español, Long Beach, CA** **January 2024 – Present**  
*Social Media Manager*

- Come up with creative content ideas that will not only maintain engagement but also increase it.
- Use Canva Pro to create content for multiple social media platforms.
- Upload social media posts to Trello for review and scheduling.
- Work with the team to create social media posts for new articles or content for the website/magazine.
- Ensure our mission statement is continuously supported throughout all of our content.
- Consistently promote ideas and an awareness of what DEE has to offer throughout the semester (reminders of our website, our podcasts, and other social media)
- Maintain consistent communication throughout the semester with the EIC, team, and other social media manager.
- Adapt social media content to fit the magazine's rebrand, adhering to new brand kit.

## ADDITIONAL EXPERIENCE

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|-----------------------|--------------------------------|-------------------------|
| <i>Guest Advocate</i> | <b>Target, Hayward, CA</b>     | June 2023 – August 2023 |
| <i>Cashier</i>        | <b>Eco Thrift, Hayward, CA</b> | June 2022 – August 2022 |
| <i>Cashier</i>        | <b>Eco Thrift, Hayward, CA</b> | June 2018 – August 2021 |

## SKILLS

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**Writing:** News writing, Press Releases, AP Stylebook  
**Computer:** Microsoft Word, Outlook, Google Workspace  
**Design:** Skilled in Canva Pro, InDesign, Illustrator, Photoshop, Premiere Pro  
**Social Media:** Instagram, Twitter, TikTok, WordPress, Trello, Slack  
**Other:** Spanish, Customer Service