

AG

GONZALEZ, ADELINE

PUBLIC RELATIONS PRACTITIONER

PERSONAL MISSION

To be an individual leading with courage and impacting those around me in a way that inspires them to be curious

SKILLS

- Adobe Creative Suite
- Canva
- Collaboration Tools: Asana, Slack, Zoom, etc.
- Detail-oriented
- Grant writing
- Managing customer engagement
- Microsoft Office Suites
- Operating Systems
- Organization
- Presentation Software
- Problem resolution
- Relationship development
- Research
- Social media strategy
- Script writing and editing
- Written communication

EXPERIENCE

NEWSPAPER STAFF WRITER, SOCIAL MEDIA MANAGER • THE ECHO • 02/2021 - CURRENT

- Strategically manages several social platforms
- Manages socials and user engagement
- Conducts interviews to better research the article topic assigned
- Collaborates with the editors to meet deadlines

PHONE OPERATOR/OFFICE ASSISTANT • TAYLOR UNIVERSITY • 08/2020 - CURRENT

- Responds to customer inquiries with patience and positivity to establish excellent first impressions
- Directs incoming calls to internal personnel and departments, routing inquirers to the best-qualified department

CREATIVE INTERN • FAMILY CHRISTIAN CENTER • 07/2021 - 08/2021

- Managed social channel strategy and calendars to drive engagement
- Customized brand message to reach and capture target audiences
- Produced original, creative content for promotional advertisements and marketing materials

EDUCATION

PUBLIC RELATIONS, BA • EXPECTED IN 05/2022 • TAYLOR UNIVERSITY Major **GPA:** 3.93

Relevant courses: Social Media Strategy, Crisis Management, Cases and Campaigns, PR Writing and Production, Communication Theory and Research, Digital Tools, Intercultural Communication



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