

Profile

Multimedia communications professional with 10+ years of experience creating digital and social media content. Skilled in video editing, graphic design and storytelling for web and social platforms that engage audiences and strengthen brand visibility.

Contact

P: 505-264-9251

E: rrreyes121714@gmail.com

KEY SKILLS

- Social Media Strategy
- Video Editing (Premiere)
- Adobe Creative Suite
- Copywriting and Storytelling
- Digital Campaigns
- Graphic Design
- Short- and Long-Form Video
- Content Editing
- Digital Content Production
- Promotional Writing
- Web Content Management
- Canva
- Creative Collaboration
- Deadline Management
- Microsoft Office


EDUCATION


BACHELOR OF ARTS Mass Communication, Public Relations

Loyola University
New Orleans

2016

CONNECT

 [linkedin.com/in/
regireyesnola/](https://www.linkedin.com/in/regireyesnola/)

 [rrreyes121714.wixsite.com/
regireyes](https://www.wixsite.com/regireyes)

NOTABLE ACHIEVEMENTS

- Coordinated & executed award-winning communications campaign during the COVID-19 pandemic
- Navigated communication efforts in the wake of Hurricanes & other disasters/emergency situations
- Increased media mentions of Xavier University by more than 250%
- Redesigned "The Xavier Update" newsletter to improve engagement

Experience

SELF-EMPLOYMENT

● 9/24-present

- Small Business Owner, Independent Pet Care
- Digital and Content Consultant and Designer, Dynasty Day and Med Spa
- Wedding Coordinator and Graphic Designer, Private Client
- Public Relations Consultant, Walter "Butch" Maki, best-selling author

XAVIER UNIVERSITY OF LOUISIANA

Director of Marketing & Communications ● 4/23 - 9/24

- Served as final editor for university-wide written, digital and video content
- Produced creative digital content supporting programs, events and fundraising initiatives, including the medical school launch and centennial campaign
- Developed promotional content, digital materials and branding guidelines supporting institutional initiatives
- Coordinated website updates and digital messaging
- Produced multiple content projects simultaneously while meeting deadlines
- Oversaw multimedia project workflow across digital campaigns and initiatives
- Collaborated with cross-functional teams to develop messaging and promotional content for institutional initiatives

Manager of Media Relations & Communications ● 3/22 - 4/23

- Wrote compelling copy for digital campaigns, messaging and web content
- Produced rapid-turnaround digital content and messaging under tight deadlines
- Redesigned and produced a monthly digital newsletter highlighting promotional campaigns, feature stories and institutional initiatives
- Developed and edited web stories, digital copy and news releases
- Generated analytics reports assessing audience reach and campaign effectiveness
- Increased media mentions by more than 250 percent over the previous two years
- Managed updates to digital and media resources, including fact sheets and profiles
- Drafted messaging, coordinated interviews, responded to media inquiries and supported audience-facing communications
- Coordinated press conferences and media events

Communications Specialist for Academic Affairs ● 9/21 - 3/22

- Wrote stories, edited web content and created graphics highlighting departmental achievements, institutional partnerships and academic initiatives
- Supported multimedia campaigns and digital communications initiatives
- Drafted and edited digital messaging, talking points and official correspondence
- Implemented supplemental media tracking and generated audience reports
- Coordinated executive interviews and media appearances

BUILD Communications Specialist ● 1/20 - 9/21

- Produced graphics, promotional videos and digital content using Adobe Premiere Pro and Adobe Creative Cloud
- Managed social media campaigns promoting programs, events and audience engagement across platforms
- Produced multiple content projects simultaneously while meeting deadlines
- Wrote and edited feature articles and promotional content for the BUILD booklet
- Collaborated with program staff to develop messaging and materials
- Managed external and internal communications for the BUILD program
- Coordinated promotional events and presentations for community audiences and partner organizations

HARRY TOMPSON CENTER

PR Coordinator & Administrative Assistant ● 8/15 - 12/19

- Managed updates to the organization's website and social media
- Designed and produced newsletters, promotional materials and event collateral
- Wrote web articles and media materials promoting organizational initiatives
- Coordinated fundraising campaigns and public events that raised more than \$450,000 for housing and essential services