

LINDSEY DELATORRE

Brand Manager ■ Content Creator ■ Public Relations Practitioner

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<http://lindseydelatorre.wix.com/portfolio>

Experience

ASU Student Services/Sun Devil Athletics via Cronkite PR Lab

Jan. 2015 - May 2015

Phoenix, AZ

Lead a five-person team that conducted research on ASU students to better understand what motivates, or fails to motivate, freshmen and sophomores in terms of participation with Sun Devil Athletic events.

GateWay Community College Athletics

Sports Information Intern

July 2014 - May 2015

Phoenix, AZ

Created various collateral materials including posters, fliers and a yearly magazine. Managed all social media platforms and increased engagement on Twitter and Facebook by 20 percent. Created and designed web content including athlete bios and blogs.

Super Bowl XLIX

Taste of the NFL, Super Bowl Gospel Celebration

Feb. 2015

Phoenix, AZ

Assisted with the red carpet, including checking-in and escorting media around the Taste of the NFL venue. Helped manage the Taste of the NFL's Twitter during the event. Assisted with the red carpet and escorting talent at the Super Bowl Gospel Celebration.

Phoenix Arts and Culture Commission via Cronkite PR LAB

Sept. 2014 - Dec. 2014

Phoenix, AZ

Part of a four-person team that created a social media campaign to increase engagement with the PAC and the organizations they oversee. The campaign included the creation of external as well as internal communication material.

ASU Sun Devil Athletics

Media Relations Intern

Feb. 2014 - Sept. 2014

Tempe, AZ

Wrote and edited various media releases and other documents, assisted with media and marketing projects, input stats and data into various programs and worked on-site at NCAA tournaments including the 2014 NCAA Softball Championship.

Pacific Oak Real Estate

Public Relations Intern/Administrative Assistant

June 2011 - Aug. 2013

Hollister, CA

Managed all public relations for Pacific Oak Real Estate including marketing, advertising and social media. Increased engagement on Facebook by 50 percent. In charge of all administrative tasks including budgets.

Education

Arizona State University, Phoenix, AZ

The Walter Cronkite School of Journalism and Mass Communication

Bachelor of Arts; GPA: 3.75

Journalism and mass communication with emphasis in public relations

Minor in special event management

Dean's List Honoree 2011-2015

Graduated May 2015

Skills

Visual: Photoshop, InDesign, Final Cut Pro, Premiere, Illustrator

Social Media: Facebook, Instagram, Snapchat, Twitter, YouTube, Pinterest

Website: WordPress, Wix, Basic HTML

Office: Microsoft Suite

References available upon request