

# SELENA PEREZ

## ABOUT

A dedicated and adaptable content creator with a passion for music and the arts with knowledge and experience in marketing, social media, and advertising.

## CONTACT

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☎ (727) 458-5694

🏠 Clearwater, FL

## EDUCATION

University of South Florida -  
Tampa, FL (2017-2019)

*Bachelor of Arts:* Focus in  
Media, Communication, and  
Marketing

St. Petersburg College  
Clearwater, FL (2014-2017)

*Associate of Arts:* Focus in  
Communication

## TOOLS

Social Media Platforms  
(Twitter, Instagram, Facebook,  
Tik Tok)  
Adobe Lightroom and Photoshop  
Microsoft Office  
Wordpress  
Keynote  
Elementor  
Twitter/Facebook Ads  
Ads Manager  
Google Analytics

## SKILLS

Bilingual - English/Spanish	Administrative Skills
Strong Work Ethic	Advertising and Marketing
Creative Blog Writing	Strategic Planning and Time Management
Teamwork and Organization	Adaptability
Detail-Oriented	Innovative Thinker

## WORK EXPERIENCE

*CITY MANAGER, SOCIAL MEDIA LEAD, CITY GUIDE LEAD - TAMPA FL*  
UNATION/Stuff To Do in Tampa Bay | April 2020 - June 2022

- Responsible for organizing and creating administrative tasks while creating and curating events in Tampa Bay by utilizing UNATION website/mobile app
- Responsible for creating content on social media platforms, runnings ads, growing page and followers
- Creating, reviewing, publishing, and optimizing article content with knowledge of city updates and news, neighborhoods, events, etc.
- Managing a small team of freelance bloggers
- Collaborate with team to build a content calendar and plan campaigns
- Implement content and SEO optimization strategies
- Attend and feature in content shoots around Tampa Bay

*PROMOTIONAL BRAND AMBASSADOR - CLEARWATER FL*

Ledge Entertainment Management | Oct. 2012- Dec. 2012

- Created promotional content for social media platforms to advertise for 93.3 FLZ event/concert and featured artists
- Handing out flyers and advertisements to the public and sharing online

*CAREGIVER - CLEARWATER FL*

*Self Employed | 2017 - Present*

- Responsible for care/guardianship of adult male with Cerebral Palsy
- Knowledgeable and responsible for managing and administering medications with strong ability to concentrate and act under pressure/medical emergencies

*HOSTESS - CLEARWATER FL*

Landry's/Joe's Crab Shack | February 2020 - March 2020

- Communicate by greeting and acknowledging guests, seating and escorting them to assigned tables, present with menus, and answer questions.
- Responsible for organizing reservations, seating board, and the maintenance of dining area inside/out.