KATHIA VELASCO

SUMMARY

Kathia Velasco provides support within content development, media relations, research, reporting, graphics, and many other areas. Before joining Velada Consulting, Kathia served as an intern at the Los Angeles Community College District, where she developed content for collateral materials such as facts sheets, groundbreakings, and social media. Kathia's experience in media relations, graphics, and social media knowledge has allowed her to advance quickly in at Velada. She has an extensive amount of experience assisting project managers with coordinating outreach efforts to promote stakeholder engagement and public participation plans.

WORK EXPERIENCE

Communications Intern, Build-LACCD

Responsible for researching and creating fact sheets for upcoming and completed projects. Drafted and revised board meeting agendas, PowerPoints, and flyers. Monitored social media and news articles involving LACCD to make sure there were factually correct articles that were being posted by a journalist. Created invitations for school groundbreakings. Printed and assembled board meeting packets, sign-in sheets, and agendas.

Public Affairs & Communications Intern, Lee Andrews Group

Researched and created stakeholder databases to help outreach efforts. Canvassed for clients who needed petitions signed by community members. Assisted in any event set up and take-down. Assisted in planning events such as community meetings and conferences. Coordinated marketing calls to advertise clients' fundraising. Helped with outreach by giving patrons information about upcoming projects and events. Input outreach data and survey results into excel sheets. Monitored government agency agendas and planet bids for any new RFP's. Posted on Instagram, Facebook, and Twitter for all the company's clients. Publicly represented the company at conferences, events, and meetings.

EDUCATION

Bachelor of Arts (B.A.) in Public Relations and Advertising Minor in Marketing
California State University Dominguez Hills, Carson, CA