

Cheyenne Tavares

Social Media & Communications Strategist

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Communications professional with 3+ years of experience developing digital content, managing brand messaging, and supporting nonprofit communications initiatives across social media, web, and print. Experienced creating compelling written and visual content, coordinating cross-functional projects, engaging online audiences, and maintaining consistent brand voice. Passionate about mission-driven storytelling, community engagement, and using digital communications to inspire meaningful action. My portfolio features original writing, photography, graphic design, social media content, multimedia storytelling, and digital marketing projects across travel, lifestyle, and nonprofit communications.

AREAS OF EXPERTISE

Social Media Content Creation • Community Engagement • Digital Storytelling • Copywriting & Editing • Brand Voice • Communications Strategy • Graphic Design • Content Calendar Management • Visual Storytelling • Cross-Functional Collaboration • Project Management • Brand Development • Public Relations • Community Building • Public Speaking • Team Leadership • Creative Problem Solving • Audience Engagement • Grassroots Organizing • Social Media Analytics • Print Advertisement • Photography

TECHNICAL SKILLS

Canva • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Acrobat • Adobe Premiere Rush • Microsoft Office Suite • Google Workspace • Substack • Medium • Instagram • Facebook • LinkedIn • TikTok • Threads • SEO Fundamentals • Video Editing

PROFESSIONAL EXPERIENCE

Lead Server | 06/2023 - PRESENT

Barrett's Waterfront | Fall River, MA

- Deliver exceptional customer service in a fast-paced, high-volume environment while balancing competing priorities with professionalism and accuracy.
- Build strong customer relationships through personalized recommendations, active listening, and thoughtful problem-solving.
- Train and mentor 10+ new employees on customer engagement, service standards, and team procedures.
- Apply persuasive communication techniques to recommend products and enhance the guest experience.
- Thrive in a collaborative environment requiring adaptability, organization, and quick decision-making under pressure.

Printing Assistant | 09/ 2022 - 05/2023

Document Production Center | Storrs, CT

- Produced a wide range of printed materials including posters, flyers, brochures, and promotional pieces for students, faculty, and external organizations.
- Managed print production projects independently from file preparation to final output, ensuring accuracy, quality, and timely delivery.
- Collaborated with clients to refine layouts and formatting to meet project specifications and branding requirements.
- Operated professional printing and finishing equipment while maintaining quality control across high-volume production runs.
- Contributed to visually engaging promotional materials that supported campus events, academic programs, and external partnerships.

Director of Communications | 06/ 2021 - 07/2022

UConn Praxis (nonprofit) | Storrs, CT

- Led the complete rebranding of UConnPIRG into UConnPraxis, overseeing the organization's visual identity, messaging, website, logos, and digital communications.
- Planned, created, and published written and visual content across social media, newsletters, promotional campaigns, and organizational communications.
- Maintained a consistent brand voice across communication channels while adapting messaging to timely campus events and organizational priorities.
- Collaborated closely with executive leadership to coordinate communication strategies and organizational campaigns.
- Created graphics, promotional materials, and digital assets using Adobe Creative Suite and Canva.
- Managed a team of 10+ communications volunteers, delegating projects, reviewing content, and ensuring brand consistency.

across all materials.

- Strengthened community awareness through engaging storytelling and strategic communications supporting the organization's mission.

Screenprinter | 10/2018 - 08/2019

College Promo | Fall River, MA

- Produced custom apparel and promotional merchandise while maintaining strict quality standards throughout production.
- Prepared artwork, production files, and layouts for commercial printing.
- Collaborated with designers and clients to execute branded marketing materials.
- Assisted with troubleshooting production issues and maintaining efficient workflow across multiple projects.
- Contributed to all phases of production, from design preparation through printing, finishing, and delivery.

Sales Clerk/Brand Ambassador | 09/2017-10/2018

Rue21 | Swansea, MA

- Represented the brand by creating engaging customer experiences and promoting seasonal campaigns and featured products.
- Built customer loyalty through personalized recommendations and authentic brand storytelling.
- Assisted with visual merchandising and store presentation to maintain brand standards.
- Collaborated with team members to achieve sales goals and support promotional initiatives.
- Developed strong interpersonal communication and relationship management skills in a fast-paced retail environment.

EDUCATION

Bachelor of General Studies

May 2023

Minors in Political Science, Sociology, Urban & Community Studies

University of Connecticut - Storrs, CT

Graphic Communications Diploma

June 2019

Diman Regional Vocational Technical High School - Fall River, MA

Advanced Photography Program - 3 Credits

July 2018

College for Creative Studies - Detroit, MI

ADDITIONAL EXPERIENCE

Master Coach/Peer Mentor | 08/2022 - 05/2023

UConn Academic Achievement Center | Storrs, CT

- Designed and implemented a mindfulness initiative using interactive learning tools to improve student well-being and academic success.
- Facilitated weekly training sessions for peer mentors, developing new engagement strategies and educational resources.
- Provided individualized academic coaching, helping 100% of assigned students improve academically and successfully exit academic probation.
- Communicated complex information with empathy and clarity while building meaningful relationships with diverse student populations.

Director of New Voters Project | 01/2020 - 12/2020

UConnPIRG (nonprofit) | Storrs, CT

- Directed campus-wide civic engagement initiatives focused on increasing voter registration and participation.
- Planned outreach campaigns, educational events, and community partnerships to expand organizational visibility.
- Managed and mentored a team of 15+ volunteers while coordinating projects across multiple campus organizations.
- Delivered presentations and educational programming to large student audiences on civic engagement and voter participation.
- Successfully transitioned outreach efforts to virtual platforms during the COVID-19 pandemic while maintaining volunteer engagement and program effectiveness.