

Ivy Gutierrez

Public Relations & Social Media

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SUMMARY

Public Relations Professional ready to plan and implement strategic communications programs. Comfortable managing multiple relationships and communications channels to reach internal and external audience. Strong background in Journalism and Social Media.

EXPERIENCE

Executive Editor — *Meme Media*

NOV 2012 - OCT 2013

I ran a corporate blog with a small team of bloggers and worked on preparing articles for publishing, proofreading and editing. I was also in charge of distributing the content through the client's social media channels.

Journalist — *Netokracija*

JAN 2012 - OCT 2013

I wrote articles from the world of technology and attended many conferences as a reporter. I learned how to quickly research a topic I might not have been familiar with before and how to relay my new knowledge. This experience helped me organize my writing and taught me to stick to a strict schedule. I worked on two websites, both in English and Croatian.

Social Media Manager — *Naklada Ljevak*

MAR 2011 - SEPT 2013

My responsibility was to contribute to the development of effective public relations campaigns and programs. I worked on identifying key messages, target audiences, and intended outcomes for our online communication.

PROJECTS AND TEAM MANAGEMENT

Social Media Manager - *Bebologija*

MAY 2015 – present

I founded several Croatian Facebook groups for my blog which I now run with a team of 15 people. The groups vary in size from three to over 12 thousand members. I share information and original articles about

LANGUAGES

English - Fluent
Spanish - Intermediate
Italian - Proficient
Croatian - Native

EDUCATION

Master of Communication Sciences — *University of Zagreb*

2012 – 2016

Master of Journalism — *University of Zagreb*

2012 – 2015

Graduated Summa Cum Laude

Bachelor of Journalism — *University of Zagreb*

2009 - 2012

Graduated Summa Cum Laude

TECHNOLOGY

WordPress, Drupal, Joomla

Adobe Social, Pr.co,
Mediatoolkit

iMovie, Adobe Premiere,
Photoshop

Windows, Mac OS

Microsoft Office (Word, Excel,
PowerPoint)

iWork (Pages, Numbers,
Keynote)

babywearing and I created a community of like-minded parents in these groups.

Project Manager – *Njam Njam*

MAR 2012 - JUL 2013

I managed a team of nine people on a cooking website for a class project. We used four social media channels to distribute original content and engage our audience. I built the websites and social media accounts we worked on. Once our class was finished, we continued work on the project, taking new students the following year and mentoring them. Eventually, our team grew to 13 members. My main responsibility at that point was supervising, training and evaluating younger students.

Public Relations Manager – *Student TV*

SEPT 2012 - DEC 2012

My duty was to manage four PR teams that worked on launching first student television channel in Croatia at our University. I was responsible for maintaining the budget, coordinating different efforts and ensuring that we were sending a strong and united message across multiple media channels.

Traditional Values in The New Media Environment: A Regional Media Conference – *A Regional Conference*

NOV 2012

The Conference was co-organized by US Embassy in Zagreb and Croatian Journalists Association. My colleague and I managed a team of roughly 2 dozen students of our Media Convergence class. We were covering the conference by publishing articles, radio podcasts, live streaming and recorded video material for the Student Television.

VOLUNTEERING

Volunteer Babywearing Educator – *Babywearing International of San Antonio*

JAN 2015 - present

I provide in person teaching help, as well as online support to members of BWI. I am a voting member of the organization.

Teacher's Assistant – *University of Zagreb*

OCT 2013 - FEB 2014, FEB 2012 – JUN 2012

I worked as an Assistant to professor Dražen Lalić, Ph.D. during two semesters for classes “Political Communication” and “Sociology of the Croatian Society”. I took attendance, managed the communication with students and ensured goals and time schedules are met.

ORGANIZATIONS

Public Relations Society of America (PRSA) San Antonio

Babywearing International of San Antonio

Roda – Roditelji u akciji (Parents in Action)

European Youth Parliament

United World Youth Council