

Victoria M. Ortiz

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Professional Summary

Driven communications specialist with five years of experience supporting brand awareness through consistent and strategic messaging, writing and editing, media and public relations, and generating consumer engagement on social media platforms.

Relevant Skills

- Fluent in Spanish
- Superior verbal and written communications skills
- Public Speaking
- Web and social media strategy and content development
- Mac + PC, MS Office Suite, Adobe InDesign, Wordpress, Mailchimp, Hootsuite
- Superior verbal and written communications skills
- Marketing and messaging
- Event planning

Work Experience

Marketing Manager: 11/2016 – Present

Adventure Scientists: Bozeman, Montana

- Collaborated with corporate partners to secure cash and in-kind donations using Salesforce
- Developed intra-agency strategic communications plan
- Increased awareness and engagement via social media (15% increase in 2 months), weekly blog posts, updated web content

Freelance Blogger/Journalist: 05/2015 – Present

Home Exchange.com + more: Remote

- Published five print articles and 100+ online articles for travel, adventure, and environmental websites

Communications Liaison/Environmental Planner: 12/2012 – 04/2015

California Tahoe Conservancy: South Lake Tahoe, California

- Managed Plates for Powder fundraising program with an annual revenue of ~\$1M
- Represented government agency before Boards, partner entities, community members and stakeholders
- Edited internal and external content and trained all staff to deliver presentations and share key messages
- Boosted web traffic 60% by updating content, and creating an integrated social media and email marketing strategy
- Supported Executive Staff in development of presentations and promo materials like annual reports and project profiles
- Wrote off-site SEO content such as bi-monthly press releases, social media content, blog posts, and informational articles

Education Coordinator and Sierra Nevada AmeriCorps Partnership (SNAP) Volunteer: 01/2012 – 11/2012

Eastern Sierra Land Trust: Bishop, California

- Developed and presented 40+ environmental education programs and events in only 11 months
- Supervised 100+ volunteers for fundraisers, project work days, community clean ups, and educational events
- Coordinated and executed habitat restoration projects with multiple federal and state agency partners

Wilderness Lead: 06/2011 – 08/2011

Broadreach Academic Treks, Sea Turtle Studies: Costa Rica

- Managed, mentored, and planned logistics for groups of teens for multiple three week adventure treks in Costa Rica

Ski Instructor/ Staff writer: 12/2010 – 04/2011

Mammoth Mountain Ski School: Mammoth Lakes, California

- Wrote staff manual to improve efficiency and continuity using company standards used by hundreds of staff

Education

University of California, Los Angeles: 2007-2010

Bachelor of Arts in Geography/Environmental Studies, Minor in Environmental Systems & Society

GPA: 3.8, Magna Cum Laude

Education Abroad Program at University of Chile, 2009

Publications and additional information available at www.VictoriaO.com