

Victoria M. Ortiz

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Professional Summary

Driven bilingual communications professional with seven years of experience supporting brand awareness through consistent and strategic messaging, writing and editing, media and public relations, and generating community engagement.

Relevant Skills

- Fluent in Spanish
- Superior verbal and written communication skills
- Public Speaking/Media Contact
- CA State government communications experience
- Marketing and messaging
- Project/Program Management
- Web and social media strategy and content management
- MS Office Suite, Adobe Suite, Wordpress, Mailchimp, Hootsuite

Work Experience

Development Coordinator: 2017 – Present

Santa Barbara Middle School: Santa Barbara, California

- Implemented and co-managed all fundraising efforts, raising over \$650,000 in first year
- Played a strategic role in pursuing new revenue streams: successfully received \$45,000 in new grant funding
- Strengthened relationships with constituents, Board, and staff while serving as community liaison during natural disasters

Marketing Manager: 2016 – 2017

Adventure Scientists: Bozeman, Montana

- Led the creation and execution of cross-platform marketing efforts including social, email campaigns, blogs, brochures
- Fielded media inquiries and represented the organization at conferences, meetings, and events
- Created, maintained and grew relationships with corporate and media partners including National Geographic
- Built and maintained a social and web content calendar to generate engagement (15% increase in FB followers in 2 months)

Freelance Writer/Journalist: 2015 – 2017

Home Exchange.com + more: Remote

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

Communications Liaison/Environmental Planner: 2012 – 2015

California Tahoe Conservancy: South Lake Tahoe, California

- Represented government agency before Boards, partner entities, community members and stakeholders
- Planned, developed, and administered public information services, public outreach, and internal communications
- 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
- Wrote off-site SEO content such as bi-monthly press releases, social media content, blog posts, and informational articles
- Managed Plates for Powder fundraising program with an annual revenue of ~\$1M

Education Coordinator and Sierra Nevada AmeriCorps Partnership (SNAP) Volunteer: 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

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