

PAULINA MAUROVICH

786 - 660 - 1428 • pollymaurovich13@gmail.com • Willing to Relocate

EDUCATION

June 2021 • New York University - Summer Publishing Institute
Certification of Completion, 3 week intensive program in Book Publishing and Digital/Magazine Media

2016 - 2019 • Florida International University
Bachelor of Science in Public Relations, Advertising and Applied Communications
Minor in Hospitality Event Management

2017 - 2019 • Alpha Xi Delta
Theta Xi Chapter

MARKETING EXPERIENCE

2021 - 2022 Austin Morell Training

Marketing Director

- Created SEO copy for editorials and articles for backlinks and guest links
- Drafted and managed content for main social media page and individual trainer pages, increasing engagement by 20%
- Produced and organized photoshoots and content days

2021 - 2021 Cortez Event Agency

Digital Marketing and Sales Manager

- Created insight and SEO driven content and managed social media channels of main and sister account increasing engagement by 35%
- Met and connected with vendors and partners interested in networking and sale opportunities
- Worked closely with the event planning to coordinate schedules and meetings

2019 - 2021 La Vida Apartments

Assistant Manager

- Participated in weekly marketing and advertising meetings focused on increasing capture rates of all web based and social media campaigns and initiatives.
- Planned and executed monthly resident events to generate retention and new tenants.
- Proficient in data management, and report creating within tight deadlines.

2017 - 2018 Ole Communications

Social Media and PR Director

- Wrote press releases, emails, and articles in relation to the artists being represented in the recording label.
- Assisted in the company's events including release parties and art expos.
- Managed social media page and created social media plans and content for months in advance.

SKILLS

Computer: Photoshop, Adobe In Design, Microsoft Office, Lightroom, Wordpress, Wix, Squarespace, HoneyBook, Hootsuite, Preview, Google Ads, Instagram and Facebook Analytics

Languages: Fluent in English and Spanish

Publicity: Fast reader (average of 3 books per week), Skilled writer, Project Management, Audience Development, Email Marketing, Social Media Strategy

PROJECTS

Book Review Webpage and Instagram

Created a webpage for reviews and articles discussing books and book themes, as well as lifestyle articles.

Created a Instagram @bookswelovee that currently has a follower base of approximately 741 followers that discusses books and author's works, where all content is created by me. Have also participated with publishers like Algonquin Books, Tor Books, and Entangled Publishing in creating honest reviews and posts in exchange for the product

Ticketmaster Freelance Writer

Research about given topics and write SEO driven copy about artists and events being promoted by the company.

LEADERSHIP

Secretary of External Relations,
FIU Student Government

Community Service Director,
Alpha Xi Delta FIU