

RAUL B. LOPEZ

Strategic Communications | Social Media Management

(206) 307-7639



raullopez1000@gmail.com



<https://www.linkedin.com/in/rlopez97/>



SUMMARY

I am a results-driven social media manager and communications consultant with a proven track record in developing impactful campaigns, increasing brand awareness, and engaging target audiences. Proficient in managing multiple platforms, crafting compelling content, and leveraging analytics for optimization. Skilled in online reputation management and committed to driving brand growth. I am also bilingual in English & Spanish. Let's connect and discuss how my expertise can benefit your organization.

EDUCATION

Seattle University 2021-2023

Bachelor's Degree in Communications & Media w/ Specialization in Strategic Communications

SKILLS

- Social Media Management
- Content Creation
- Strategic Communication
- Bilingual in Spanish
- Analytics and Data Interpretation
- Collaboration and Leadership
- Crisis Communication and Reputation Management
- Trend Awareness and Adaptability
- Proficiency in using Microsoft Office Suite, Adobe Suite and Canva.

CERTIFICATIONS / AWARDS

- Graduated with honors - Magna Cum Laude
- President's List - 2021 - 2023
- Academic Achievement of GPA 3.9 or above.
- Dean's List - 2021 - 2023
- Academic Achievement of GPA 3.5 or above
- Hootsuite Platform Certification

PROFESSIONAL EXPERIENCE

Social Media Manager

Las Tierras Blancas Inc. | Feb 2020 - Present

- Developed and executed impactful campaigns, such as the 25th-anniversary campaign and The Seattle Times "Best in the PNW" voting event campaign.
- Achieved notable success with campaigns, resulting in a significant increase of 10-15% in customer visits to the restaurant's social networking sites.
- Managed social media platforms including Facebook, Yelp, Google Business, and the restaurant's website.
- Proactively managed online reputation by addressing negative reviews and collaborating with staff to make necessary improvements in food and service.

Communications Consultant

PeaceTrees Vietnam | Sep 2022 - Dec 2022

- Created and designed impactful content pieces, such as press releases, feature articles, and social media outreach materials, to amplify the organization's message and engage the target audience effectively.
- Developed comprehensive schedules for content releases, ensuring timely and strategic dissemination across various channels.
- Provided insightful analytics interpretations, leveraging data-driven insights to optimize content delivery and enhance audience connection.

Sales Associate

Best Buy/Magnolia Hi-Fi | Oct 2017 - May 2020

- Delivered exceptional customer service by addressing customer needs and exceeding expectations.
- Consistently achieved or surpassed monthly sales targets, effectively promoting and selling our premium product lines.