

LEONEL AGUILAR

PROFESSIONAL SUMMARY

Media-savvy and recent Public Relations graduate eager to work and contribute to company success while bringing creativeness and incredible work ethic to the table. Along with a burning desiring to take on a challenging position with long term career potential that will help mold and shape a career in Public Relations.

SKILLS

- Public and Media Relations
- Social Media Platforms
- Communication Strategies
- Press Releases
- Media Kits
- Written Communication

WORK HISTORY

SOCIAL MEDIA INTERN 01/2023 to 05/2023

California State University, Long Beach, Long Beach, Ca

- Created informative and entertaining content for Cal State Long Beach's Department of Journalism & Public Relations' Twitter, Facebook, LinkedIn and Instagram channels.
- Monitored analytics to identify trends and opportunities for client's channels which currently has experienced boost in reach of 150%.
- Enhance social media content for maximum engagement and reach.

MOBILE EXPERT 07/2019 to Current

Metro By T-Mobile, El Monte, Ca

- Assessed customer needs and utilized suggestive selling techniques to drive sales.
- Worked with sales team to collaboratively reach targets, consistently meeting or exceeding personal quotas.
- Contributed to team objectives in fast-paced environment.

ASSISTANT 12/2021 to 12/2021

Lexicon Public Relations, Los Angeles, Ca

- Supported publicists with set up for film premiere of Universal's Redeeming Love.
- Managed general will-call table for a guest list of 300
- Assisted with set up and strike for after party.

MOBILE EXPERT 05/2014 to 07/2019

Ritmo Latino Wireless: T-Mobile, Authorized Dealer, Anaheim, Ca

- Listened to customer needs and desires to identify and recommend optimal products.
- Upsold customers by recommending accessories and promotions to increase revenue.
- Built customer loyalty and retention by delivering excellent shopping experiences.

EDUCATION

California State University, Long Beach, Long Beach, Ca

Bachelor of Arts, Public Relations with an emphasis in Journalism, 05/2023

LANGUAGES

Spanish, Native/Bilingual