



Lara María Salgado

Social media management

Content creation

Photography

Event planning & management

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EDUCATION

Bachelor's degree,
Journalism / Mass
Communications &
Political Science

Benedictine College
Atchison, Kansas
May 2022

SKILLS

PROFESSIONAL

- Graphic design
- Photography
- Video
- Creative content
- Marketing
- Event planning
- Communication
- Leadership
- Logistics

TECHNICAL

- Adobe Creative Suite
 - InDesign
 - Photoshop
 - Premiere Pro
- Microsoft Office Suite
- Word Press
- HubSpot
- Falcon & Brandwatch
- Cision
- Canva

LANGUAGES

- Spanish, Fluent

WORK EXPERIENCE

Marketing Internship

Andrews McMeel Universal | Kansas City, Missouri | June 2022–June 2023

- Marketing
 - Created and designed press releases, social media posts and banners
 - Brainstormed and implemented marketing efforts for creators to promote attention for new books and/or products
 - Designed and rebranded the Instagram highlights graphics on AMU Instagram
 - Researched, coordinated and submitted books biweekly for various awards
 - Wrote copy to pitch books to stores, businesses, trade and consumers
 - Maintained weekly publication list of upcoming books and database
- Read Poetry: Online community and blog presented by Andrews McMeel Publishing
 - Maintained social media presence across Instagram (54.2k), Facebook (1.3k) and Twitter (3k)
 - Co-created and the National Poetry Month campaign for the month of April
 - Proposed the BINGO Card for followers and subscribers to participate
 - Updated and maintained website and created poet pages for new authors
 - Assisted in managing freelance writers
 - Rebranded and maintained weekly newsletter

Marketing and Communications Internship

Catholic Charities | Wichita, Kansas | June 2021–August 2021

- Managed, updated, and designed web pages
- Maintained social media presence across Twitter, Facebook, LinkedIn and Instagram
- Created digital and print content for local newspapers
- Photographed events and clients
- Brainstormed and helped to brand future events

Head of Marketing and Communications, Campus Activities Board

Benedictine College | Atchison, Kansas

- Head of Homecoming, the largest event on campus and organizer for other events for students, alumni, faculty, and families
- Created graphics, social media posts, and took/uploaded photos for every event
- Managed the official Instagram school page
- Designed and created content for monthly emails to the student body
- Worked with committees, administration, and outside vendors
- Communicated and acted as liaison between committees and school officials
- Designed and ordered t-shirts and other swag

Event Planner and Management of Staff

Camp Tekakwitha | Williamsburg, Kansas

- Managed and led the waterfront activities and employees
- Acted as liaison between employees and camp officials
- Promoted by camp directors from previous counselor position
- In charge of event troubleshooting, unexpected conflict, and critical feedback
- Created events and Bible studies for campers
- Worked directly with camp directors and 10 other team members for an average of 14 hours per day to manage a staff of 60+ employees and create, organize, and execute all camp content for the 2,000+ campers