

Sasha Becerra

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EDUCATION

**B.A. English & Comparative
Literary Studies** // May 2009
Occidental College, Los Angeles

Additional Coursework // Ongoing
Treehouse, Lynda, Various Workshops

SKILLS

Graphic Design and Photo Editing experience. Digital and Film Photography. DIY Crafting. Social Media Marketing and Content Strategy. Blogging and Copywriting. Social Media Management. Email Marketing. Wordpress, Squarespace, and other CMS. Basic HTML. MAC/PC. Adobe Creative Suite. Microsoft Office Suite. Basic Video Editing. Project and Account management. Basic SEO skills.

WORK EXPERIENCE

FREELANCE/DIGITAL CONSULTING

Hello Sasha // Los Angeles, CA // 9/7 - Present

Design, copywriting, blogging, photography, digital marketing.
Clients include: Hello Giggles, The Valley Hunt Club, TheScenestar, Relay For Life, TheAudioPerve, GrimyGoods.

DIGITAL MARKETING MANAGER

The Family Business // Los Angeles, CA // 4/14 - 6/15

Design social media promotional graphics for recording artists, television shows and consumer products. Layout/design for pitch decks. Create comprehensive digital campaigns for social media, web, mobile and email. Liase with clients, managers, music labels, etc. Create content calendars for social medial platforms. Analyze digital activations, create reports on effectiveness of campaigns. Oversee digital content channels including the creation of stories and oversight of content development.

SOCIAL MEDIA & ACCOUNT MANAGER

Counterintuity // Burbank, CA // 5/12 - 9/13

Direct social media and marketing efforts. Design, implement and facilitate email newsletter, blog posts, and social media promotional graphics. Develop and manage schedules for content deployment, engage community, monitor metrics and provide reporting. Project management, copywriting, editing and other social PR efforts.

INTERACTIVE COORDINATOR

EQAL // North Hollywood, CA // 8/11 - 1/12

Independently conceive, write and edit daily blog posts. Graphic design, photo editing, social media strategy, light video editing. Provide community moderation (i.e. increase engagement via contests, giveaways, live chats, etc). Manage editorial calendars. Liaise w/ celebrity clients for content pitches. Clients included Chelsea Kane, Tori Spelling, Michelle Phan, Lauren Conrad.

SOCIAL MEDIA COORDINATOR

Chalkboard Music // Hollywood, CA // 3/10 - 6/11

Graphic/web design. Maintain, create and update social media platforms for artist roster (Kerli, Donna Summer, etc). Conceive and manage the day-to-day execution of all campaigns, promotions, contests. Liaise with clients and assist with creating online partnerships with Disney, Buzz Media, SXSW, WMC, Nylon Magazine, etc. Created Kerli fan site "iamamoonchild.net".

ADMINISTRATIVE ASSISTANT

Office Team // Los Angeles, CA // 6/9 - 3/10

Phones, scheduling, filing, customer service, managing mail, data entry, database management and content creation for Live Nation, Wessco International and other companies.

VARIOUS INTERNSHIPS

MySpace, Visual Communications, BMI, Angeleno Magazine

Graphic design for flyers, posters, brochures, etc. Copywriting, analytics, digital marketing and database management. Event production, photography, photo editing, publicity and film festival curation. General administrative duties.

WEB DESIGNER & ADMINISTRATIVE ASSISTANT

Occidental // Los Angeles, CA // 9/5 - 5/9

Design and code The Oxy Weekly's first website. Maintain and update content as needed. Design all promotional print and web media for programs sponsored by Career Development Center. Phones, scheduling, customer service and database management. Created yearly exiting student report.