

Daniela Navarro

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Professional Qualifications

- Effective communication; visual, verbal and nonverbal
- Bilingual: Spanish, English
- Strong attention to detail and data analyzation
- Ability to work well in collaborative teams
- Strong, reliable and efficient organization skills
- Curious, creative and critical thinker

Technical Skills

- Proficient in Adobe: Photoshop (ID, PP, IL)
- Knowledgeable in web design: WordPress, Weebly, Wix and HTML/CSS Coding
- Acquainted with Mailchimp and Outlook
- Well-versed in social media platforms
- Practice with promoting SEO strategies
- Adept at content creation and storytelling

Experience

Media Coordinator | CSU Office of International Programs | Fort Collins, CO | Jun 2019 to Present

- Design and edit 22 new WordPress landing pages for Events and Programming within a 2-month deadline
- Create, maintain and update designs and content on website
- Collaborate with communications team to create visual communication such as, graphic designs and marketing content creation according to marketing campaigns
- Create, edit and design videos and social media content for virtual programming amidst the pandemic
- Perform media tasks assigned by Programming Assistant Director and Communications Manager

Webmaster | Fort Collins International Center | Fort Collins, CO | Aug 2019 to Present

- Create, develop and maintain an entirely new WordPress website, due to a hacking override of previous website
- Research and organize all content per the organization's goals and objectives
- Manage creative content such as, social media posts, flyers, certificates and brochures

Reporter, Writer and Translator | The Collegian | Fort Collins, CO | Mar 2018 to Present

- Pitch, develop and edit news stories that address readers' interests and follow AP style
- Translate articles to Spanish, upon request

Newspaper Distributor | The Collegian | Fort Collins, Colorado | Aug 2016 to May 2019

- Distributed 150 newspapers an hour to students, staff and visitors, every weekday at 7am in high traffic areas on campus

Intern | La Voz Bilingual Newspaper | Thornton, CO | May 2018 to Aug 2018

- Researched hundreds of local events and news to write small snippets to place into the paper
- Translated and wrote articles, upon request

Social Media Manager | CSU Tourism Association | Fort Collins, CO | Jan 2018 to May 2018

- Created social media content such as, program and event announcements
- Communicated with followers through Facebook and Instagram posts

Administrative Assistant | Rocky Mountain Student Media | Fort Collins, CO | Jan 2017 to May 2018

- Managed and organized clerical work such as, invoices, appointments, mail, timesheets, payments, phone calls, and all other paperwork for Rocky Mountain Student Media
- Greeted everyone who walked into the center and assisted them in going to where needed

Communications Team Member | Legacy | Fort Collins, CO | Jan 2017 to Aug 2017

- Created content for social media platforms, Facebook and Instagram
- Demonstrated organization's story through livestreaming on Instagram/Facebook during programs and events

Education

Colorado State University | Fort Collins, CO | May 2020

- BA Journalism and Media Communications
- BA International Studies with a concentration in Latin America
- BA Languages, Literature and Cultures with a concentration in Spanish

Pontificia Universidad Católica Del Perú | Lima, Perú | Fall 2018

- CIEE Liberal Arts Study Abroad Program

Universidad De País Vasco | Bilbao, Spain | Fall 2017

- USAC Study Abroad Program

Activities and Volunteer Work

- **Communications Committee Chair** | Cultural Mentor Program | Fall 2019
- **Member** | Public Relations Student Society Of America | Academic Year 2018
- **Event Presenter** | Global Ambassadors Student Program | Spring 2018