

Geraldine Estevez

- Skills** Fluent in Spanish
Quantitative and Qualitative Research
Copywriting, Branding, Social Media, Financial Services
Final Cut Pro, Canva, Microsoft Office, Wordpress, Squarespace
- Experience** **JPMorgan Chase & Co.** August 2016 – Present
Personal Banker
- Engaging in order to understand the financial needs of customers, strategizing to resolve issues even when the solution isn't obvious, building and maintaining relationships with customers and business partners
- Freelance** November 2012 – August 2016
Multimedia Storyteller
- Pitched and wrote lifestyle pieces for the Huffington Post
 - Produced and implemented social media strategies for Latina.com, created copy for social media channels and gauged the brand's overall performance
 - Collaborated with videographers and editors to produce coherent, effectual digital stories for LatinTRENDS and BronxNet TV
 - Utilized social media to promote content and engage more than 100,000 readers
- Commonground/MGS** August 2013 – December 2013
Social Media Coordinator (Contract)
- Drafted social media strategies, produced original copy and created presentation decks for the integrated marketing campaigns of renown brands: HBO Latino, Absolut, Miami Dolphins, Toyota, Got Milk and Chivas Regal
 - Used analytics tools to quantify the success of each campaign
 - Within months, grew HBO Latino's Facebook presence to more than 200,000 followers, ultimately resulting in the brand's Twitter verification
 - Served as the liaison between the advertising agency and its clients
- CBS News** January 2013 – April 2013
Public Relations Intern
- Procured clips of online and social media mentions of CBS News
 - Collaborated with a team of interns to conduct research and assist publicists
 - Assisted producers and the senior vice president of communications as needed: facilitated cold calls and meetings, and also created verbatim transcriptions of "CBS This Morning" clips and other CBS News programming
- Education** **The City College of New York** August 2011 – May 2013
B.A. Communications
Specializations: Advertising and Public Relations