

Veronica Ramirez

Los Angeles, CA 90007 | 916.914.9392 | veronicaramirez00@gmail.com

EDUCATION

Master of Arts (MA) | Public Relations and Advertising, University of Southern California | 08/2024 – 05/2026

Bachelor of Arts (BA) | Sociology, California State University, Long Beach | 08/2020 – 05/2022, Cum Laude

Associate of Arts (AA) | Sociology, Sacramento City College 08/2018 - 05/2020

PROFESSIONAL EXPERIENCE

UCLA | Los Angeles, CA

Fundraising/Alumni Relations Coordinator

10/2024 - Present

- Acknowledge donor contributions through personalized communication and public recognition.
- Create compelling marketing materials to promote campaigns via email, social media, and newsletters.
- Track and analyze donor data to segment audiences and tailor communication strategies for enhanced engagement.
- Coordinate with social media outlets to promote campaigns and amplify fundraising initiatives
- Manage administrative tasks, including maintaining donor databases, preparing reports, and organizing records to support efficient operations.

UC Davis Health | Sacramento, CA

Financial Administrative Assistant

04/2023 – 08/2024

- Compiled meeting minutes, event preparation, copy and compile files, and complete agenda items.
- Assist with the purging of grant files, mail distribution, answering phones, and faxing.
- Handled executive's calendar, schedules, and coordinates meetings and appointments.
- Created and reviewed expense reports.
- Planned and coordinated department-wide events.
- Processed account payables for the Emergency Medicine Department.

La Familia Counseling Center | Sacramento, CA

Community Health Worker

12/2022 - 04/2023

- Educated community groups on behavioral health and social service programs, conducted patient intakes, and provided crisis prevention.
- Coordinated patient care by facilitating communication between providers, following up on health management plans, and assisting with access to resources.
- Helped patients navigate healthcare services, including scheduling appointments, completing applications, and overcoming barriers to care.
- Designed and promoted outreach and in-house events through flyers and advertisements.
- Organized and planned events for the entire organization, ensuring smooth execution and participation.

TecoGuide | Remote

Data Entry Intern

06/2022 - 02/2023

- Supported the process of updating, collecting, cleansing, and loading data from multiple sources.
- Maintained data entry equipment by following data program techniques and procedures.
- Reviewed, edited, and confirmed the accuracy of the data.
- Assisted in updating existing data tables with new changes.
- Tested data entered using the Teco platform.
- Followed up with internal Inspirame staff, as requested.

SKILLS

Technical

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro)
- Google Workspace (Docs, Sheets, Slides, Drive)

Social Media

- Media relations and press release writing
- Crisis communication and brand reputation management
- Campaign strategy and execution
- Stakeholder and client relationship management
- Email marketing

Design

- CANVA
- Lightroom
- Capture One