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| Milagros YochDigital Communications Manager | milagros.yoch@gmail.com • 650-787-6381[Portfolio](https://www.milagrosyoch.com/) • [LinkedIn](http://www.linkedin.com/in/milagros-mila-yoch) • San Carlos, CA 94070 |
| Detail-oriented and highly versatile professional with substantial experience in executing strategic communications plans to support high-priority business priorities. Skilled in leading content planning and reviewing creative work to transforming complex information into accessible content. Expert at managing global social media campaigns and executing impactful marketing / branding programs on social media platforms, aimed at optimizing brand recognition and reaching broad audience. Energetic team player, committed to identifying new opportunities, researching evolving trends, and delivering high-quality content. Refined communicator with exceptional writing, presentation, and public speaking skills; able to maintain solid connections with key press sources, influencers, and communities to determine story themes and promote newsworthy events. |
| Areas of Expertise |
|  ● Internal / External Communication ● Social Media Outreach / Planning ● Tactical Channel Management |  ● Public / Media Relations ● Web Content Writing ● Digital Analytics Evaluation  |  ● High-level Strategy Development ● Graphic Design & Multimedia Creation  ● Audience Engagement Optimization |
| Professional Experience |
| University of Washington - Institute for Health Metrics and Evaluation (IHME), Seattle, WADigital Communications Coordinator  | 2021 — Present |
| Conduct in-depth research to identify emerging trends and brand competitors. Create and revise compelling content in English and Spanish for IHME's various digital media platforms (Twitter, Facebook, LinkedIn, YouTube) to engage with worldwide audience of 127.4K followers.* Managed 8.5K+ posts, 45+ campaigns, and 55+ promotions.
* Led global social media advertising initiatives with budget of $16K+, achieving lucrative outcomes in targeted nations.
* Attained colossal reach of 274.22M by strategizing social outreach efforts to unite international partners for campaigns.
* Enhanced Institute's online presence and interaction with stakeholders; boosted user engagement by 60% in six months and expanded 15% followers over two years
* Developed 'Global Health Insights' podcast, attracting 10K listeners in five months.
* Generated 32% engagement rate among 45k+ subscribers by revamping IHME's biweekly newsletter.
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| Innovia Foundation, Spokane, WA Public Relations Fellow  | 2020 — 2021 |
| Collaborated closely with the leadership team to fully conceptualize and comprehend clients' advertising campaigns. Implemented marketing initiatives across various digital, email, social media, and experiential platforms at Innovia. Oversaw and modified website utilizing WordPress, with proficiency in CSS+, HTML, and SEO practices.* Contributed to composition of grant applications and promotional material.
* Boosted local gift-giving culture by creating video and graphic ads for more than 20 media outlets in Eastern Washington and North Idaho.
* Formulated and disseminated content for multiple COVID and Census 2020-focused press releases and designs.
* Produced newsletters using Mailchimp for a contact list of 8,000, analyzing metrics and conducting A/B testing.
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| Gonzaga Bulletin Newspaper, Spokane, WADigital Editor / News Editor / Staff Writer  | 2018 — 2021 |
| Supported interns and videographers in weekly short video production, including script creation. Collaborated with writers and editors, delivering effective guidance on multimedia and HTML training. Authored weekly articles and designed graphics through Adobe software for newspaper.* Revamped Gonzagabulletin.com and app, drawing in 1,500+ weekly readers and 300+ downloads since September 2020 launch via BLOX CMS software.
* Crafted multimedia and HTML content, encompassing newsletter for 3,000+ subscribers.
* Coordinated newspaper production by InDesign print design, editing content, and enforcing AP style guidelines.
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| Additional ExperienceMedia Manager, Gonzaga University Student Body Association (GSBA), Spokane, WA*Reached 42k engagements on Instagram in just one month by updating GSBA website pages through Sitecore software. Created graphics, posters, and event posts for social media using Photoshop, Illustrator, and TikTok. Organized social media posts using media and design calendar to stay updated on industry marketing trends.*Social Media Manager, Core4Collective, Spokane, WA*Outlined marketing strategies and created monthly social media calendar, social media portraits, and marketing materials using Photoshop and Premiere Pro. Implemented ambassador program with 11 ambassadors to advertise for free. Increased followers from less than 500 to 800 in first two months, tracked with Google Analytics.*Marketing Intern, Gonzaga University Student Media - Spires Yearbook, Spokane, WA*Surveyed senior class with 330-student response to determine best marketing tools. Organized successful Yearbook Launch Party, distributing 496 yearbooks in under 4 hours, achieving a 60% goal. Designed marketing tools in Illustrator (Spires stickers), Facebook banners, and flyers. Developed marketing strategies and materials for future teams (Instagram content).*Communications Intern, City of Palo Alto, CA*Designed new citywide 'Our Palo Alto' newsletter and webpage. Developed content for citywide social media platforms, including Facebook (11k followers) and Twitter (14.5k followers). Boosted 125% engagement and gained over 800 new followers on Instagram in eight weeks, analyzed with Sprout Social.*EducationBachelor of Arts in Public Relations, Minor in Digital Marketing – 2021 | summa cum laudeGonzaga University, Spokane, WATechnical ProficienciesAdobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe After Effects | Adobe Premiere | Final Cut Pro | Mailchimp | Qualtrics | Salesforce (SFDC) | HTML | Apple iOS XCode | Microsoft Office Suite (Advance Microsoft Excel) | Content Management Systems - CMS (Sitecore, TownNews BLOX (BLOX Digital)) | Google Analytics | Google Ads | MuckRack | Cision | Eureka Alerts | Social Media Management & Analytics Tools (Sprinklr, Hootsuite, Sprout Social, Buffer) | Social Ads (LinkedIn Ads, Facebook Ads) |