

Annabella “June” Reyes

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EDUCATION

University of Delaware, Newark, DE

Graduation Date: May 2025

Bachelor of Arts in Communication, focus in Public Relations, Minor in Advertising

Activities: Public Relations Student Society of America, University of Delaware Colorguard

WORK EXPERIENCE

Social Media Specialist Student Worker - AstraZeneca US, Wilmington, DE

MAY 2024 - PRESENT

- Create and manage content calendar across platforms including LinkedIn, Facebook, X, Instagram, and YouTube, ensuring a strategic posting cadence
- Write strategic social copy in the brand voice for organic posts driving to owned media
- Use Sprinklr to schedule posts for corporate accounts with over 3 million followers total
- Develop weekly and monthly reports of social media analytics
- Track and report social media mentions using media monitoring software
- Upload and edit content on the company website, ensuring proper formatting of press releases, blogs, executive bios, and other information
- Collaborate with agency partners to manage corporate reputation, including supporting the PR Week Healthcare Award winning campaign “What Science Can Do”

Social Media & Marketing Intern - UDairy Creamery, Newark, DE

JUNE 2023 - PRESENT

- Produce content according to brand guidelines for Instagram and Facebook and manage using an editorial calendar, increasing follower count more than 25% in two years
- Create a bimonthly newsletter detailing seasonal specials, new hires, and media mentions
- Film and edit short form videos with the brand’s take on current trends
- Create digital menu boards, flyers, and other creative materials in Canva
- Act as a spokesperson for the brand and reply to customer inquiries and comments
- Wrote and implemented a brand guidelines document to be used by future interns to ensure consistent tone and key messaging

Bookseller - Barnes & Noble College, Newark, DE

NOVEMBER 2022 - MAY 2024

- Planned and executed marketable displays of products
- Staged and photographed merchandise for the store’s Instagram
- Provided high quality customer service to hundreds of customers daily, answering questions about merchandise, textbooks, and the college
- Managed storewide projects and ensured completion by deadlines

SKILLS & TOOLS

- **Content Creation & Management:** Canva, ConstantContact, MailChimp, Sprinklr, Meta Business Suite, Adobe Experience Manager, Adobe Creative Cloud
- **Social Platforms:** Instagram, TikTok, X, Facebook, Snapchat, YouTube, LinkedIn, Pinterest
- **Additional Skills:** Event planning, graphic design, public speaking, photography