

## Annabella “June” Reyes

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### WORK EXPERIENCE

#### AstraZeneca US

Wilmington, DE

*Digital Communications Specialist*

JUNE 2025 - PRESENT

*Social Media Specialist Student Worker*

MAY 2024 - MAY 2025

- Create and manage content calendar across platforms including LinkedIn, Facebook, X, Instagram, and YouTube, ensuring a strategic posting cadence
- Advise teams on social media content strategy
- Write social copy for organic posts, internal communications, and employee advocacy
- Schedule all posts for corporate accounts with over 3.5 million followers combined
- Retrieve and analyze social media metrics to optimize future strategy
- Track and report social media mentions using media monitoring software
- Upload content to company website and make updates as needed
- Collaborate with agency partners to manage corporate reputation, supporting PR Week Healthcare and PRNEWS Digital Award winning campaign “What Science Can Do”

#### UDairy Creamery at the University of Delaware

Newark, DE

*Social Media & Marketing Intern*

MAY 2023 - MAY 2025

- Produced all social media content for Instagram and Facebook, increasing follower count more than 25%
- Created a newsletter promoting new menu items, company updates, and media mentions
- Filmed and edited short form videos with the brand’s take on viral trends
- Created digital menu boards, flyers, and other creative materials in Canva
- Acted as a spokesperson for the brand and conducted community management
- Wrote and implemented a brand guideline document to be used by future interns to ensure consistent tone and key messages

#### Barnes & Noble College

Newark, DE

*Bookseller*

NOVEMBER 2022 - MAY 2024

- Planned and executed marketable displays of products
- Staged and took photos of merchandise for the store’s Instagram
- Provided high quality customer service to hundreds of customers daily
- Managed storewide projects and ensured completion by deadlines

### EDUCATION

#### University of Delaware

Newark, DE

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

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

### SKILLS & TOOLS

- **Content Creation & Management:** Canva, ConstantContact, MailChimp, Sprinklr, Meta Business Suite, Adobe Experience Manager, Adobe Creative Cloud, Hailo, Box, CapCut, Wix, Slack, Google Suite, Microsoft Office
- **Platforms:** Instagram, TikTok, X, Facebook, Snapchat, YouTube, LinkedIn, Pinterest, Reddit, Workplace, Workvivo