

Karla Guerrero

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Education

California State University, Fresno

Bachelor of Arts in Mass Communications and Journalism- Multimedia Production Option

Relevant Coursework:

Media as Pop Culture, New Media Technology, Multimedia Production, Media Stereotypes, Photojournalism, Audio Production, Field Video Production, Publication Design

Fresno City College

Associate of Science in Marketing, Certificate in Marketing- Advertising, Certificate in Marketing- Retailing

Relevant Coursework:

Digital Marketing, Marketing Principles, Advertising and Promotion, Web Page Design, Selling and Sales Management

Work Experience

Paramount: *Ad Sales Associate (Linear and Digital) | May 2022- Present*

- Work cross functionally with internal and external partners to support the execution of advertising campaigns
- Facilitate client order entry and management to ensure delivery and satisfaction for campaigns ranging from \$15k-\$4M in revenue
- Manage a portfolio of 33 advertisers made up of independents and studios including: Disney +, WDSMP, Searchlight, MGM, Starz, The Wonderful Company, Panda Express, The Farmer's Dog and more
- Coordinate with Ad Ops teams to carry out advertisers' creative assets/tags, brand safety guidelines, and any other specific requests
- Generate reports to resolve discrepancies or campaign/ creative issues
- Work directly with billing and finance to ensure proper revenue recognition at the end of campaigns
- Update and maintain a variety of client information trackers
- Help train and provide mentor-ship to new Sales Associates
- Participated in The Power of Paramount Summit at California State University, Los Angeles as a panelist

Alliance for Medical Outreach and Relief (AMOR): *Community Engagement and Media Coordinator | August 2021- March 2022*

- Established strong relationships with community leaders, members and agency partners
- Developed and implemented engagement strategies targeting the rural residents of west Fresno County including, but not limited to community events and meetings
- Organized, planned, and implemented seasonal campaigns such as a Halloween Trunk or Treat, Thanksgiving Food Drive, and the annual Gala
- Helped design and send out campaign collateral such as invitations, donation requests, graphic flyers, and email blasts to mailing lists
- Created presentations and delivered them as needed to both the media, and community
- Assisted with the development of website content, press releases, media engagement, and identifying funding sources for events, and campaigns

Carmel Village Memory Care: *Receptionist | April 2020- August 2021*

- Maintained a daily communication log, daily occupancy report, licensing binders, and resident emergency information
- Prepared on-boarding paper work, ordered office supplies, and distributed packages
- Provided administrative support to the Executive Director, Marketing Director, Sales and HR departments

Her Space Inc.: *Marketing and Operations Coordinator | January 2020- July 2020*

- Researched and created content for all clientele's social media accounts, blog posts, e-newsletters, and websites for an audience of more than 1.8K
- Planned and moderated events, i.e., conducted guest interviews and conferences via Zoom

Internships and Additional Experience

Kindergarten to Cap & Gown: *Paramount Pictures Volunteer | September 2022- Present*

Kidsave: *Communications and Marketing Intern | September 2020- December 2020*

- Attended virtual weekend events and created social media stories and blog posts surrounding events
- Conducted interviews of Kidsave's kids and families to produce success stories using photos and/ or short videos
- Assisted in drafting blogs, media advisories, press releases, e-blasts, e-newsletters, social media copy/posts, and flyers for an audience of 2.5K on Instagram, 8.4K on Facebook and 1.3K on Twitter

Big Brothers Big Sisters of America: *Big Sister Volunteer | February 2019- March 2021*

Peer Ambassadors of Wellness Club: *President | July 2017- December 2018*

Skills

Fluent in Spanish, knowledgeable in Adobe Creative Cloud, Microsoft Office Suite, Airtable, Wide Orbit, Operative, Salesforce, FreeWheel, and Google Ad Manager