



# MONIQUE MEDINA

public relations + marketing

## PROFILE

I write with gusto in AP style. As a public relations student with professional experience, I am seeking a fast-paced position after May 2019 where I can apply my technical knowledge and creative prowess for continuous improvement.

## CONTACT

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## EDUCATION

### UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

2015 - 2019, School of Media and Journalism  
B.A. Media and Journalism  
Public Relations Specialization  
Chemistry Minor

## SKILLS

Google Analytics  
Google Adwords  
Google Adsense  
Adobe Creative Suite  
Moz SEO Software  
Meltwater  
Wacom Cintiq  
Microsoft Office  
OneNote  
WordPress  
Convertkit + MailChimp  
Tailwind + Hootsuite  
Genesis Framework  
Final Cut Pro  
Camtasia 4  
Harvest

## CONNECT WITH ME

 @monique-medina

 @rentingtherain

 @rentingtherain

## EXPERIENCE

### PUBLIC RELATIONS INTERN

*Koroberi, Inc. | Durham, NC | August 2018 - present*

Selected as the sole Public Relations intern at Koroberi, Inc., a 7-time BtoB Magazine Top Agency

- Compiles monthly clip reports and competitor buzz reports using Meltwater technology to provide easily-digestible industry news for clients including Honeywell Intelligrated and Yale Forklifts

### DIGITAL MARKETING INTERN

*Coalmarch Productions | Raleigh, NC | May 2018 - August 2018*

Selected from over 75 applicants as a summer 2018 intern at Coalmarch Productions, an inbound marketing and website design agency

- Wrote and optimized SEO-formatted content for multiple service-industry clients, ranging from service city pages to blog posts
- Conducted SEO keyword research and website optimization using Moz and Google Analytics + Adwords tools
- Wrote content for link-building opportunities, created media lists from scratch and performed email outreach directly
- Created and scheduled monthly social media plans for various clients
- Spearheaded direct research on online review culture for service industry clients and presented draft survey for target client consumers for entire agency

### SEO CONTENT WRITER

*HOTH White Label SEO Service | Saint Petersburg, FL | March 2018 - July 2018*

Part-time, remote SEO + digital content writer for clients across multiple industries

- Adopted company writing style from guide alone, completing 2nd assignment with no revisions needed from quality control team
- Wrote SEO-optimized piece from scratch after client declined 3 coworker versions

### PUBLIC RELATIONS INTERN

*Shodor | Durham, NC | Jan 2018 - May 2018*

Worked with the STEM nonprofit Shodor on content creation and social media management through UNC-Chapel Hill's Apple Service Learning opportunity

- Researched link-building opportunities, creating a media list of STEM outlets and influencers from scratch
- Created a communication audit, PR plan and news releases for brand image management
- Wrote and scheduled social media posts through Hootsuite

### SOCIAL MEDIA INTERN

*Carolina Campus Community Garden | Chapel Hill, NC | Aug 2017 - May 2018*

Shared the garden's mission and daily work to provide UNC-CH's lowest-wage workers with fresh produce over social media; copywrote for recruitment and event coordination

- Increased reach by 5x in Quarter 4 of 2017 through new Facebook Live strategy
- Coordinated "Weed Dating" event and partnership with Epsilon Eta Environmental Fraternity, reaching 9,000 individuals and donating 136 pounds of produce

### FOUNDER + BLOGGER

*Renting the Rain | Chapel Hill, NC | Aug 2017 - present*

Created the mental health and cosplay-based RtR brand, blog, and online store

- Creates original content + implements marketing strategies on a regular schedule
- Increased Facebook reach to 9,000 from 0 in first quarter of founding
- Averages 170k monthly views on Pinterest
- Showcased in the MONA Biennial Gallery
- Partnered with Vera Bradley and CORT Furniture Rental on social media campaigns