

Claudia Lasso

(817) 575-9069 | claumarialasso@gmail.com | [linkedin.com/in/claudialasso/](https://www.linkedin.com/in/claudialasso/) | <http://claudialasso.com>

EDUCATION

Texas Christian University **Fort Worth, TX**
Bachelor of Science in Strategic Communication May 2023
Minor in Digital Culture and Data Analytics
Related Coursework: Public Relations, Campaigns, Digital Marketing, Advertising, Writing and Editing, Research

Universidad Carlos III de Madrid **Madrid, Spain**
Study Abroad Program Spring 2023

EXPERIENCE

E - Channel **Quito, Ecuador**
Community Manager Intern June 2021 – August 2021

- Created, scheduled, and posted content on behalf of three different clients on social media accounts
- Kept abreast with social media trends leverage audience engagement and following
- Managed three social media accounts on Instagram, TikTok, and Facebook, and reported insights to clients to provide transparent progress updates
- Responded to comments and direct messages, ensuring alignment with company values and goals in responses

Guayaba deco **Quito, Ecuador**
Social Media Manager March 2023 – Present

- Assist a startup business to build and improve its social media presence
- Create, schedule, and post on behalf of the clients social media account on Instagram and report insights
- Create new content to approach new and younger audiences

Texas Christian University **Fort Worth, Texas**
Information Desk Assistant August 2021 – December 2021

- Received client inquiries and provided information based off individual needs, ensuring satisfaction with each interaction
- Contributed to miscellaneous office upkeep tasks as assigned
- Connected clients with various departments to provide clients with optimal solutions while responding to inquiries

CAMPUS INVOLVEMENT

Public Relations Student Society of America **Fort Worth, Texas**
Member April 2023 – Present

- Attend monthly meetings to develop professional growth within the advertising industry further
- Network with other members and professionals in the field to build relationships and explore career opportunities

LEADERSHIP EXPERIENCE

American School of Quito **Quito, Ecuador**
Campaign Manager January 2019 – February 2019

- Campaign logistics – leadership, coordination, and management of campaign props, materials, and custom clothing
- Supervised five committees with ~80 members during the campaign period, ensuring projects were completed and needs were addressed

SKILLS

Languages: Native – Spanish, Bilingual Proficiency - English

Proficient in Microsoft Office Suite: Word, Excel, PowerPoint, Outlook.

Adobe Creative Suite: Photoshop, InDesign, Premier Rush.

Other skills: AP Style Writing, Canva, Photography, Audacity, HTML and CSS.

Content Creation & Social Media Management: Instagram, Facebook, Twitter, Snapchat, TikTok, LinkedIn, Pinterest.

Certifications: HubSpot Academy Social Media Marketing, Google Analytics, Microsoft Office Specialist: Excel and PowerPoint 2016, HubSpot Academy Digital Marketing.