

ERIKA BETTY CARLOS

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EDUCATION

University of California Santa Barbara, CA
Bachelor of Arts, Psychology, Comparative Literature Class of 2017
Minor, Professional Writing: Multimedia Communication Emphasis

EXPERIENCE

Writer & Multimedia Designer, Freelance 01/15 – present
• Write content for diverse nonfiction contexts and audience Remote
• Design and produce digital content (graphics/video/photo/websites)

Writer & Multimedia Designer, impactmania 06/16 – present
• Develop and maintain map and other interactive visuals Santa Barbara, CA
• Design and produce digital graphics/content for website and social media channels
• Provide tech support and front-end coding for WordPress and other digital platforms
• Contribute interviews and write press releases for magazine

Digital Communications Fellow, National Center for Ecological Analysis and Synthesis 06/17 – 09/17
• Designed style guides and mockups for company websites Santa Barbara, CA
• Coded company emails and web pages using html and css
• Created logos and infographics using Illustrator, InDesign, and Photoshop
• Wrote newsletters, press releases, & other science communications texts

Technology & Design Assistant, UCSB Writing Program 09/15 – 06/17
• Provided tech support to department staff and maintained department computer lab Santa Barbara, CA
• Designed program's branding and other department print and digital materials
• Created content for and manage department's social media presence
• Photographed staff portraits and special events

Marketing & Design, UCSB Education Abroad Program 09/15 – 06/16
• Designed and created marketing materials to be used across multiple platforms Santa Barbara, CA
• Wrote weekly and monthly newsletters targeting different audiences
• Managed social media presence across Facebook, Instagram, & Twitter
• Filmed and edited EAP returnee interviews for YouTube channel

Franchise Management Intern, Disney ABC Television Group 06/15 – 09/15
• Created and modified franchise presentation materials for varied audiences Burbank, CA
• Spearheaded design, organization, and content for major franchise creative reference
• Conducted competitive analysis: compiling data, tracking, creating reports, updates
• Supported planning, information sharing, and rollout for special projects

SKILLS & PROFICIENCIES

Multimedia: Writing | Design | Videography | Photography | Coding | Social Media
Languages: HTML | CSS | JavaScript | jQuery | Spanish | Italian
Software: InDesign | Photoshop | Illustrator | Premiere | Lightroom | ArcGis