

Micaela Flores

SHE/HER/HERS



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Milwaukee, WI

Internships

Marketing Communications Intern

GoodFlow Entreprises

06/2020-Present

- -Create specific marketing plans for different organizations across Milwaukee.
- Plan and execute events, online and in-person (COVID permitting).
- Develop marketing materials to create higher engagements and coverage online.
- Producing press releases and other PR documents for organization coverage.

Communications Intern

Local Initiatives Support Corporation, Milwaukee Office

01/2018-08/2018

- Worked directly with the Senior Communications officer to plan the 2018 MANDI Awards, a 800+ person gala. Responsible for social media, drafting press releases and other communications, securing vendors, logistics support, and other event items.

Kohl's Design It! Lab Intern

Discovery World, Milwaukee

09/2016-12/2016

- Led young people (ages 3-15) in creative arts projects, requiring group management skills, project planning, and working as a team.

Experience

- **Smallpie Customer Associate**, 11/2019-03/2020
 - Uphold company's brand and customer standard while improving customer experience.
- **La Masa Empanada Bar Host**, 08/2018-Current
 - Managing table assignments and wait times, and coordinating with servers and management. Enhancing Customer experience to build stable clientele for the business.

Education

University of Wisconsin-Milwaukee

BS in JAMS (Journalism, Advertising and Media Studies) Minor in Communication

2017-2022

- Member of PRSSA UWM Chapter
- Lawton Scholar
- TimeSlips Volunteer/East Castle Volunteer with older adults with cognitive disorders.

Hamilton High School- Sussex

Class of 2017

- Member of Graphic Arts Club
- Member of French Club

Skills and Abilities

- Ability to speak and write in Spanish fluently.
- Excellent verbal and written communication.
- Presentation and Public Speaking.
- Creativity and problem solving.
- Active listening.
- Adobe Certified Associate in Graphic Design & Illustration using Adobe Illustrator CS6
- Social media platforms including Facebook, Twitter, Instagram, LinkedIn, Snapchat, Microsoft Office Suite including Outlook, Excel, Microsoft Word, PowerPoint Database experience with Access, Macintosh Systems and Cloud based systems