






# Micaela Flores

*SHE/HER/HERS*

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-  Micaela Flores
-  Milwaukee, WI

## Experience

### Administrative Assistant

UpStart Kitchen  
11/2020-Present

- Generate, edit, publish and share engaging content on behalf of UpStart Kitchen.
- Manage outgoing newsletters (MailChimp).
- Work directly with over 20 entrepreneurs to develop online marketing plans best suited for their level of expertise.
- Create and support policies and procedures for kitchen usage and management.

### 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.

## 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.

## Skills

Spanish  
  
Excellent

Press Releases  
  
Advanced

Social Media  
  
Excellent

Creative Writing  
  
Intermediate

Graphic Design  
  
Advanced

Media Relations  
  
Intermediate

Web Design  
  
Intermediate