

Kenia Escobar

COMMUNICATIONS & DIGITAL STRATEGY

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>> *Experience*

NEW MEDIA AND COMMUNICATIONS SPECIALIST

May 2019 – Present
SEIU Healthcare 1199NW. Renton, Wash.

Develop and execute organizing campaigns using digital platforms. Create, plan and manage digital content and written communication materials. Implement union's communication plan to support member outreach and development, organizing, bargaining and political engagement.

DIGITAL COMMUNICATIONS SPECIALIST

September 2018 – May 2019
Public Information & Bar Services
The Florida Bar. Tallahassee, Fla.

Implement digitally focused internal and external communication programs through content creation and website user interface design and development. Perform liaison duties with Bar leaders, the public, media, employees and Bar members.

PUBLIC INFORMATION COORDINATOR

December 2015 – September 2018
Public Information & Bar Services
The Florida Bar. Tallahassee, Fla.

Fulfill content change requests for The Florida Bar's website. Design and produce multimedia presentations for Bar leaders. Produce, publish and distribute a daily news summary, news releases and communications materials.

PUBLIC INFORMATION ASSISTANT

April 2012 - December 2015
Public Information & Bar Services
The Florida Bar. Tallahassee, Fla.

Track and monitor media coverage of issues relevant to the legal profession and the judiciary. Maintain media directories and fulfill media and public information requests. Provide multi-language support for the department.

MEMBER SERVICE ASSISTANT

June 2009 - April 2012
Finance & Accounting Order Entry
The Florida Bar. Tallahassee, Fla.

Perform data entry for Continuing Legal Education seminar registrations. Provide successful resolution of customer complaints. Assist with finance and accounting tasks.

>> *Education*

MASTER OF ARTS IN MASS COMMUNICATION

University of Florida | May 2018

Specialization: Web Design and Online Communication
Relevant courses: Web Interactivity and Engagement, Research Methods in Communications, Corporate and Brand Identity.

CERTIFICATE IN PROFESSIONAL WEB DESIGN & DEVELOPMENT

Florida State University | August 2016

Relevant courses: Digital Graphic Design, Introduction to Web Application Development.

BACHELOR OF ARTS IN ENGLISH - EDITING, WRITING AND MEDIA

Florida State University | August 2015

Minor: Communications
Relevant courses: Writing and Editing in Print and Online, Visual Rhetoric, Advanced Editing and Writing.

ASSOCIATE OF ARTS

Tallahassee Community College | May 2014

>> *Skills*

- o Writing & editing (AP style)
- o Website and graphic design
- o Video editing
- o Spanish (fluent)
- o French (conversational)

>> *Technology*

- o Adobe Creative Suite
- o HTML, CSS & JavaScript
- o WordPress
- o Microsoft Office Suite
- o Email marketing

>> *Community*

- o Junior League of Tallahassee: Class of 2018
- o YMCA Reads: Volunteer at Ruediger Elementary School (2016-2017)
- o Alliance Française de Tallahassee: Board Member (2011-2017)