

# Claudia Campo Mirabent

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## Work Experience

### **The Caliber Group**, Tucson, AZ

Account Coordinator & Media Assistant – Nov. 2024 – present  
Coordinated creative, media, and account teams for campaign execution.  
Project Management for various clients across industries.  
Provided B2B services in Advertising in multimedia campaigns.  
Reviewed Proof of Performance reports for TV, radio, and digital.  
Maintained relationships with clients and media partners.  
Reconciled media spend and creative spend to maintain budget.  
Met deadlines for advertisement publication across different media.  
Processed monthly billing for client services.  
Proofed collateral marketing materials to ensure best quality.  
Assisted Admin team in supply inventory and upkeep.  
Assisted Accounting team in employee time reports and billing.

### **3rd Decade**, Tucson, AZ

Marketing and Social Media Intern – June 2023 – Aug. 2024  
Increased social media following by 200%.  
Complete and update KPI and Market reports.  
Increased social engagement among non-followers by 150%.  
Created a strategy to increase awareness of brand visibility.

### **Kaneen Communications**, Tucson, AZ

Public Relations Intern – June - July 2022  
Wrote Press Releases for company clients.  
Designed and completed a survey response analysis report for client that showed a 65% positive public perspective on the project.  
Facilitated community engagement event with 200 attendees.  
Participated in RFP, RFQ, and CAR project meetings.

### **Greater Scranton Chamber of Commerce**, Scranton, PA

Communications Intern – February - May 2022  
Constant Contact - Weekly email blasts to chamber members.  
Set up Google Analytics for links in emails.  
Social Media Content – live stories during Empower 2022 event.

### **Tao Tennis Shop**, Skillman, NJ

Assistant Manager – July 2018 – Jan. 2021  
Took, Organized and Completed customer orders on time.  
Reorganized store layout – increased selling profit by 15%.  
Manage staff schedules; and recruited and trained 5 new staff members.  
Decreased customer dissatisfaction by 60%.  
Managed customer claims and relationships.

## Education

### **The University of Scranton**, Scranton, PA

Bachelor of Arts: Advertising and Public Relations – December 2023  
Minor: Social Media Strategies  
GPA: 3.98/4.0 – Summa Cum Laude

## Languages

English, Spanish, French

## Certifications

**Google Data Analytics Certificate:**  
Dec. 2024

## Skills

**Project Management:** Asana

**Artificial Intelligence (AI):** Chat GPT, Opus, Fliki

**SEO:** GA4, SEMRush

**Adobe Suite:** Photoshop, Illustrator, InDesign, Premiere

**Microsoft Office:** DocuSign, Microsoft Word, Excel, PowerPoint.

**Google Tools:** G-Docs, Sheets, Forms, Chats, Slides

**Other:** Canva, InShot, WordPress, attention to detail

## Awards and Recognitions

**2024 Rising Star Award Nominee** – American Advertising Federation NEPA

**Alpha Delta Sigma** – National Advertising Honors Society

**2023 Vance & Betty Lee Stickell Award** – Selected as one of the most outstanding students studying Advertising and PR at The University of Scranton.

**2023 NSAC Out of the Box Award** – in recognition of creative thinking and innovative problem solving.

**Cropped NEPA** – Wilkes-Barre, Nov. 2021; won account.

## Leadership & Public Speaking

**Connect 4 Leadership Summit** – Oct. 2020; leadership style training based on the Myers Briggs test.

**Hispanic Heritage Festival** - Fall 2017 Guest Speaker.

**Global Leadership Summit, Milan, Italy** - July 2017 innovations and research.