

Sonia Ramirez-Munoz

sramirezmunoz@angelo.edu

EDUCATION

University of Southern California, May 2019

- M.A. in Strategic Public Relations
- Certificate in Public Advocacy
- Thesis: Mexican-Americans & Higher Education: Understanding Cultural Appeals as an Effective Recruiting Tool for First-Generation Students

Angelo State University, Dec 2016

- B.A. in Communication
- Concentration in PR/Advertising

WORK EXPERIENCE

Reporter | Sept 2019 – Present / San Angelo LIVE! | San Angelo, TX

Cover major court cases & community events, cover breaking news stories, interviewed city residents & personalities, and research potential stories.

USC Student Health | Student Worker / Jan 2018 – May 2019 (Los Angeles, CA)

Carried out special projects & updated patient files. Directed patients to resources & health promotion initiatives. Scheduled appointments & carried out front desk duties. Assisted with radiology billing

Project Manager | Jan 2019 - May 2019 / The Annenberg Agency (USC) | Los Angeles, CA

Developed public relations campaign to raise awareness of the USC Initiative to Eliminate Homelessness. Managed project development & assigned tasks for group members. Part of the founding class of the student-run agency

Intern | Jan 2019 – May 2019 / Town Hall Los Angeles | Los Angeles, CA

Assisted in the coordination of events and programs. Conducted event outreach & assisted in video productions. Researched topics for upcoming event.

Intern | Aug 2018 - Nov 2018 / Anderson Group PR | Los Angeles, CA

Drafted press offers and media invites for clients. Pitched clients to different media outlets. Tracked client media mentions and press stories for clients. Assisted in special event planning

Vista Volunteer | May 2017 - Aug 2017 / La Esperanza Clinic | San Angelo, TX

Developed promotional bilingual pamphlet. Managed and created content for social media pages. Assisted in the development of billboard campaigns.

Graduate Assistant | Aug 2015 - July 2017 / ASU Ram TV | San Angelo, TX

Led weekly productions meetings and assigned editing assignments. Coordinated shoots and events for on-campus events. Produced and edited content for the channel. Managed inventory of staff and student equipment.

Blogger Internship | Jan 2016 – May 2016 / ASU Office Communications & Marketing | San Angelo, TX

Wrote blog posts relating to relevant college student experiences. Served as Student Representative on the Angelo State Social Media policy committee. Created official business cards for faculty and staff. Conducted social media coverage of university events. Created social media campaigns for university events.