

Jyoti Dhanota

Livingston, CA

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Professional Summary

Degreed professional with a demonstrated history of working in marketing and social media management. Skilled in Marketing, Social Media Management, Storytelling, Editing, Public Speaking, and Journalism. Strong media and communication professional working on a Master of Arts - MA focused in Communication and Media Studies from University of the Pacific.

Work History

Social Media Manager January 2020 – May 2020 *University of The Pacific-Department of Communication | Stockton, CA*

- Monitored online presence to engage with users and strengthen customer relationships.
- Launched an Instagram account for the department and brainstormed ideas to engage viewers by creating networking opportunities with the social media team, staff and grad students.

Testing Proctor October 2019 - May 2020 *California State University, Stanislaus | Turlock, CA*

- Administered test to students, as well as monitoring testing process.
- Organize attendance cards in alphabetical order with over five hundred students in attendance

Teaching Assistant August 2018 – May 2020 *University of the Pacific | Stockton, CA*

- Taught Interpersonal Communication and Public Speaking as both individual and group instruction
- Supported instructor with test administration, curriculum development and assignment grading.
- Delivered personalized educational, behavioral and emotional support to individual students to enable positive learning outcomes.

Social Media Manager January 2019 – January 2020 *Roop Bridal | Turlock, CA*

- Increased makeup sales and brand exposure by developing new packaging and sales materials.
- Brainstorm concepts for photoshoots to optimize target audience reach.

ELPAC Examiner January 2018 - April 2018 *Livingston Union School District | Livingston, CA*

- Administered ELPAC test to students, as well as monitoring testing process.

Column Writer August 2017 - December 2017 *California State University, Stanislaus | Turlock, CA*

- Organized material, determined area of emphasis, and wrote stories according to prescribed editorial style and format standards.
- Applied understanding of public opinion, social media and traditional media use to create engaging and attention-grabbing stories for the university's newspaper, *The Signal*.

Editor June 2017 – December 2017 *California State University, Stanislaus | Turlock, CA*

- Assisted editors with final proofreading and layout.
- Proofread, edited, and evaluated final copy to verify content aligned with established guidelines.
- Led team of staff writers in production of content for daily newspapers.

Social Media Intern April 2017 – December 2017 *California State University, Stanislaus | Turlock, CA*

- Responded to comments, posts and questions from various channels under supervision of editors.
- Created informative and entertaining posts for client's Twitter, Facebook and Instagram pages, as well as monitor for industry trends.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.

Student Reporter January 2017 - December 2017 *California State University, Stanislaus | Turlock, CA*

- Conferred with educators to identify current classroom concerns and diversify instructional strategies.

Secretarial Assistant June 2016 – July 2016 *Livingston Middle School | Livingston, CA*

- Welcomed office visitors warmly and alerted staff to arrivals of scheduled appointments. ● Managed paper and electronic filing systems by routing various documents, taking messages and managing incoming and outgoing mail.
- Transferred and directed phone calls, guests and mail to correct staff members. ● Assisted coworkers and staff members with special tasks on a daily basis including inventory.

Education

Master of Arts: Communication Studies August 2018 – December 2020 *University of The Pacific | Stockton, CA*

- Major in Communication Studies, graduating with 3.45 GPA, Professional development completed in Public Speaking and Interpersonal Communication

Bachelor of Arts: Communication Studies January 2016 – December 2017 *California State University, Stanislaus | Turlock, CA*

- Minored in Journalism, Dean's List Spring 2017, Member of Lambda pi ETA Honor's society

Associate of Arts: Communication Studies August 2013 - May 2016 *Merced Community College | Merced, CA*