

# RAFAEL ARELLANO

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## SUMMARY

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Ambitious Digital Communications major with a passion for utilizing technology to connect people and ideas. Skilled in coding and data analysis, proficient in various software and automation programs, and experienced in app development.

Skills:

Adobe Suite	Dart Programming	Bilingual-Spanish
Microsoft Office	Gephi	
R Programming	WideOrbit	
SQL	Nexgen	

## EDUCATION

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**Oregon State University** 9/2022 – 6/2024  
*Bachelor of Arts in Digital Communication* Corvallis, OR

- Major GPA 3.88

## WORK EXPERIENCE

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**Student Worker – Oregon State University** 5/2023 – 9/2023  
*Sustainability Digital Marketing and Outreach Intern* Corvallis, OR

- Update and expand OSU sustainability website using Drupal.
- Manage social media platforms (Facebook, Instagram, TikTok) and OSU Ecologue blog.
- Coordinate campaigns and events showcasing sustainability programs to diverse audiences.
- Collaborate with a graphic designer on print media.
- Staff display tables and coordinate tabling schedules for other staff.
- Create bi-weekly Sustainability at OSU newsletter using MailChimp.
- Maintain consistent communication within the office and with other University and community entities.
- Collaborate with Campus Recycling and others on Justice, Equity, Diversity and Inclusion (JEDI) work.

**93.1 El Rey Radio Station – Salem Media Group** 6/2021 – Current  
*Promotions Assistant* Portland, OR

- Manage and develop promotions for Twitter, Facebook, and Instagram to advertise station's remote events at local businesses to increase visibility.
- Write 7 daily on-air scripts for station talent to provide talking points about sponsors and advertisers.
- Create and manage daily radio giveaways for online and on-air raffles.
- Organize station concerts, collaborating with other stations with different markets.
- Lead online marketing efforts for *Reventon de Verano 2022*, which opened to 5000+ attendees.
- Execute major musical events in the Portland Market.

**93.1 El Rey Radio Station – Salem Media Group** 6/2021 – 9/2022  
*Productions Assistant* Portland, OR

- Oversee production and daily operations of KRYP, KNTS, and KDZR, stations in Regional Mexican format.
- Record, edit, and upload 20+ commercial spots weekly based on production orders from clients.
- Draft and distributed weekly production schedule to upper management and production staff.
- Collaborate with team leadership and sales department on key editing and production decisions.

## CERTIFICATIONS

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- Google Analytics 360 Certificate 2/2022
- Meta Blueprint: Digital Marketing Certificate 2/2022