

OLMAR VANEGAS

<http://www.linkedin.com/in/olmarvanegas/> | 469-450-2503 | olmarvanegas@gmail.com | @olmarvanegas

SUMMARY OF QUALIFICATIONS

- Fluent in Spanish; Competent in the International Phonetic Alphabet (IPA)
- Experience in engaging influencers (media and bloggers), building social media communities and coordinating industry events
- Self-motivated, experienced, creative, energetic, organized and detail-oriented

WORK EXPERIENCE

News Promotions Coordinator, News Media Relations Department at UNT | Aug. 2012 – Current

- Work with the UNT News Service team to promote press releases announcing UNT news developments
- Conduct interviews, take exemplary notes, and convert notes into news articles, placed in Dallas Morning News, Denton-Record Chronicle, Univision, NBC 5, etc
- Research for special projects to support the news service staff in developing and targeting pitches
- Monitor media using Vocus PR, pitched one to two news releases to local mediums weekly, and local and national media lists for the UNT News Service team

Digital Marketing and PR Intern, Mary Kay Argentina | Oct. 2013 – Dec. 2013

- Mediated blogger opportunities and partnership ranging from reviews, giveaways and features to events, screening parties and interactive promotions
- Formed relationships with the local media (TV, online, bloggers and print)
- Enhanced company's business development such as "Descubri la Escencia de tu Estilo," fragrance contest

Digital Intern, GolinHarris Dallas | June 2013 – Aug. 2013

- Developed media strategy for the After-School All-Stars' National and Chicago chapter, placed in FOX 32
- Advised as Spanish specialist for different accounts such as NRG Energy Puerto Rico
- Monitored social media using Radian 6, social media monitoring software
- Contacted, created media lists on MetroPCS's "Apollo 15" launch and Juanes' *Loud & Unplugged* tour

Corporate Communications Intern, 2012 Mary Kay, Inc. Convention "Dare to Dream" | June 2012 – Aug. 2012

- Assisted in attaining more than 450 stories in the media, 66 were TV segments
- Provided sales force members for media interviews and assisted with media training
- Wrote press releases on the Mary Kay Foundation and Museum, placed in Yahoo News, Houston Chronicle, The Wall Street Journal, etc
- Helped with planning B-roll, seminar recaps, media wall, monitoring, clipping, reporting, pitching and press materials

Aided in generating coverage for the following events:

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| ▪ 2013 Takis Project with Paul Rodriguez Jr. | Oct. 2013 – Nov. 2013 |
| ▪ 2012 & 2013 Puerto Rican and Cuban Festival in Houston | Sept. 2012 & Sept. 2013 |
| ▪ 2013 National Basketball Association Hoop Troop Launch | Feb. 2013 – March. 2013 |
| ▪ 2013 Coca-Cola's Balón Rojo New Jersey Event | Aug. 2013 – Sept. 2013 |
| ▪ 2012 Coca-Cola Soccer Camp with Olympic Gold Medalist Alex Morgan | Sept. 2012 – Nov. 2012 |

LEADERSHIP & COMMUNITY INVOLVEMENT

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| ▪ National Student Representative, National Association of Hispanic Journalists | Aug. 2013 – Present |
| ▪ Chapter President, National Association of Hispanic Journalists | Dec. 2012 – Present |
| ▪ Student Ambassador and Sponsor Chair, Hispanic Communicators DFW | Dec. 2012 – Present |
| ▪ Proctor & Gamble Campus Ambassador, Ready U | Jan. 2013 – May 2013 |
| ▪ Lead Publicist, Dallas' Booker T. Washington PTSA Gala | Oct. 2012 – Feb. 2013 |
| ▪ PR Director, UNT Public Relations Student Society of America | Dec. 2012 – May 2013 |
| ▪ Director of Technologies, American Marketing Association | Dec. 2012 – May 2013 |

EDUCATION

University of North Texas, Denton, TX
Journalism with a concentration in Strategic Communications BA

Expected Graduation Date: Dec. 2014
Minors: Music-Voice and Spanish
Certificate: Technical Writing
Fall 2013
Relaciones Publicas

Universidad de Palermo, Buenos Aires, AR
ISEP Study Abroad Program