



VIANNEY ALCALA

STRATEGIC COMMUNICATIONS

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Stansbury Park, Utah



EDUCATION

STRATEGIC COMMUNICATIONS

Feb. 2017 – May 2021

THE UNIVERSITY OF UTAH -SALT LAKE CITY

Strategic Communications

PUBLIC RELATIONS

Sept. 2012 – Dec. 2014

BRIGHAM YOUNG UNIVERSITY-IDAHO – REXBURG, ID

Public Relations, Freshman & Sophomore



JOB EXPERIENCE

ADMINISTRATIVE ASSISTANT

Sept. 2020 - Current

ADMINISTRATIVE ASSISTANT, SCHOOL OF MEDICE, UNIVERSITY OF UTAH, SLC, UT

Manages the department's website and social media outlets, alongside the program managers. Creates and designs flyers, advertisements and campaigns to be distributed throughout the departments social media platforms. Develops, designs and manages the SOM OHEDI newsletter. Assists with interpretation and implementation of department and university policies and procedures. Provides administrative support to the Associate Dean of Health Equity, Diversity, & Inclusion and OHEDI staff; maintains Associate Dean's appointments and calendar, first point of contact within SOM OHEDI. Collects, organizes, and analyzes data to prepare specialized surveys, reports, and presentations, as well as assist with other special projects.

WEB CONTENT SPECIALIST-INTERM

April 2020 - Dec. 2020

WEB CONTENT SPECIALIST, INTERN, COLLEGE OF PHARMACY, UNIVERSITY OF UTAH, SLC, UT

Assists in the development and implementation of content in the College of Pharmacy Website. I analyzed sitemaps, web content and graphic assets to facilitate the migration process of the CoP's website. I worked with Cascade and Drupal CMS platforms to migrate web-pages.

SENIOR COLLECTIONS SPECIALIST

Dec. 2019 - Sept. 2020

DISCOVER FINANCIAL SERVICES, WEST VALLEY CITY, UT

Provide financial support for Discover card members who are past due on their payments. My department handles all high risk card members. My responsibilities include primary contact with the card member or an authorized third party in order for them to start on the road to a better financial future.

CLIENT CONSULTANT

Oct. 2018 - Sep. 2019

HANDSTANDS PROMO, WEST VALLEY CITY, UT

Provided personalized support for clients in the promotional products industry. My responsibilities included phone and email support. Made sure that the logo, quantity and lead time remained consistent with the previously accorded arrangements made with the company's sales representatives. Worked with the sales and warehouse staff to insure that the clients needs were met at every step of the production process.

CHURCH LEADER SUPPORT

Dec. 2016 - Oct. 2018

THE CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS, SALT LAKE CITY, UT

Provided phone and email support for leaders of the LDS church. I quickly received additional responsibility to lead the training efforts of our department. This involved planning and executing training schedules for all new hires, leading and coaching a group of 5 trainers that trained and mentored said hires.



FREELANCE | CONSULTING

VIDEO PRODUCER

Video consulting

Shot and edited promotional video for a marketing campaign that generated over 3K views on YouTube.

ADVERTISING, SOCIAL MEDIA & WEB

Real estate marketing consulting

Lead a launching campaign for a local Real estate agent in Tootle, UT. Launched website and all social media accounts (Facebook, Instagram and twitter). This included professional head shots, the first few posts (in Spanish and English) and the promotion and filming of a raffle on a Facebook live post.

PHOTOGRAPHER

KEMP. shooting photographer

Official event photographer. Shot and edited performances taking place on campus and restaurant venues.

University Activities Photographer

Covered events on campus such as drawing clubs, live concerts and talent shows. Reported to a supervisor that established strict deadlines for the distributing of the assignments I was given.



PROFESSIONAL SKILLS

MUSIC VIDEO DIRECTOR

First Place at gigg.com

Shot, directed and edited a music video for a Utah based rapper, Andrew Kemp. Shot promotional pictures and had strong input in set and creative decisions.

SOFTWARE SKILLS

OFFICE, PHOTOGRAPHY, MAC & PC, SPANISH,
SOCIAL MEDIA, WEB/DESIGN, ADOBE CREATIVE
CLOUD, CMS (Cascade & Drupal)