

YARELI LOZANO

PROFILE

Creative marketing professional with years of experience in social media management, digital marketing, photography, video production, and community outreach. Proven track record growing engagement across Instagram, TikTok, and web platforms. Bilingual in English and Spanish with experience serving diverse and underserved communities.

CONTACT

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EDUCATION

B.S. Clinical Nutrition

UC Davis
2018 – 2022

SKILLS

Content Creation

- Photography
- Video Editing
- CapCut
- Adobe Photo Express
- Canva

Digital Marketing

- SEO Strategy
- Social Media Mgmt
- Email Campaigns
- Newsletter Production
- Instagram Growth
- TikTok Content
- Facebook Marketing

Web & Media

- Wix
- SquareSpace
- Dropbox

Software

- Microsoft 365
- Google Workspace
- Famous ERP

LANGUAGES

English – Native

Spanish – Native

CERTIFICATIONS

Google Digital Marketing & E-Commerce Certificate

COMMUNITY OUTREACH

- Event Coordination
- Public-Facing Communication
- Workshop Facilitation
- Vulnerable Populations
- Multicultural Engagement
- Community Education

MARKETING & CONTENT CREATOR

EXPERIENCE

Office Administrative Assistant, Scully Packing LLC

Jul – Aug 2025

- Manage daily administrative operations including document filing, phone communications, and office coordination to support efficient business workflows.
- Deliver bilingual (English/Spanish) food safety and workplace harassment training sessions for staff, ensuring regulatory compliance.
- Distribute PPE to employees and enforce safety protocols in accordance with company and industry standards.
- Generate Bill of Lading documentation using Famous Software to facilitate accurate tracking and shipment of packaged fruit products.

Google Digital Marketing Certification, Google

Oct 2023

- Developed and executed data-driven marketing strategies, optimizing customer engagement and brand visibility through targeted SEO tactics.
- Gained expertise in e-commerce best practices, digital and print marketing material creation, and customer journey optimization.
- Analyzed campaign performance metrics to identify trends and make informed decisions to improve ROI and overall marketing effectiveness.

Nutrition & Wellness Educator, Team Davis Good Foods Garden, UC Davis

Sep 2021 – Mar 2022

- Developed and delivered evidence-based lesson plans on nutrition, cooking, and gardening, tailored for at-risk individuals and those with disabilities.
- Created educational flyers, brochures, and print materials using Canva and Adobe Photo Express to support community outreach and education campaigns.
- Created and managed website content using Wix, overseeing accuracy of program pages and enhancing online presence and accessibility.
- Maintained an organized digital media library using Dropbox, cataloging visual assets and educational content for team collaboration.
- Conducted outreach in the community, working respectfully with vulnerable populations from diverse economic, social, and cultural backgrounds.

Founder & Co-President, UC Davis Unmasked

Jul 2020 – Mar 2022

- Led the launch of the Unmasked app at UC Davis, driving rapid adoption and building a highly engaged user community in the hundreds.
- Led marketing efforts to promote mental health awareness, creating campaign visuals and content that increased campus-wide visibility.
- Recruited and managed a team of interns, ensuring effective collaboration while managing multiple deadlines and project priorities.

Social Media Intern, UC Davis Nutrition Department

Mar – Jun 2021

- Managed and grew Nut10's Instagram and TikTok accounts, increasing follower engagement through culturally relevant and trending content.
- Photographed nutrition events, food demonstrations, and campus activities to create a visual content library for social media and promotional use.
- Produced and edited short-form videos, reels, and project spotlights using CapCut and Adobe tools, aligning content with department branding guidelines.
- Created print and digital marketing materials including informational flyers, infographics, and campaign visuals using Canva and Adobe Photo Express.
- Planned, drafted, and scheduled social media content to maintain consistent posting cadence and on-brand messaging across all platforms.
- Managed and distributed department newsletters, ensuring accurate content and timely delivery to community audiences.
- Collaborated with a Dietetic Professor and intern team to translate complex nutrition topics into engaging, easy-to-understand visual stories.

Social Media & Events Coordinator, UC Davis Cross Country

Sep 2019 – Sep 2020

- Managed and revitalized the club's social media platforms, significantly increasing engagement and community participation.
- Captured photography and video content at club events, practices, and competitions; documented before/after progress for recruitment campaigns.
- Produced and edited video content for event highlights, promotional reels, and educational clips.
- Implemented digital and email marketing strategies that improved recruitment, resulting in a significant increase in new member sign-ups.
- Provided marketing support for community events, workshops, and outreach campaigns to boost program visibility.
- Coordinated and organized social events, enhancing team cohesion and fostering a welcoming environment for all participants.