

JEFFREY ANDRÉS GUZMÁN



@jeffreyaguzman



jeffreyaguzman.com



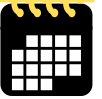
guzmanjeffreya@gmail.com

Work History

Director of Advocacy and Outreach

Epilepsy Foundation of VA
Richmond, VA

- Built coalition of nonprofits, politicians, and press to pass 2 laws in state
- Landed story at top of Google News' 800k+ search results for "epilepsy"
- Produced 4 hours of video content for foundation's YouTube channel
- Organized and moderated monthly FB Live panel series reaching 1,300+
- Met with 8 members of Congress to advance progressive epilepsy policy



09.20 -
now

Ads Sales Executive

Yelp • Washington, DC

- Advised portfolio of 400+ clients on digital ad and marketing strategy
- Made 80 daily calls to sell ads and maintain monthly \$20k quota

09.19 -
01.20

Public Relations Intern

Stratacomm
Washington, DC

- Drafted copy for social media campaign that earned 2M impressions
- Wrote article published to 2.5 million readers on client's website
- Created and curated content for FB page, increasing engagement 332%
- Liaised between teams to create social media collateral for 6 campaigns
- Published 3 blogs across client and company websites; edited others

02.19 -
06.19

Marketing Assistant

Open Door Family
Medical Centers
Ossining, NY

- Advised on marketing after conducting 4,000 surveys and 6 focus groups
- Awarded grant and 3rd place in national competition for healthtech ads
- Received NY State Assembly Certificate of Merit for fundraising \$3,600
- Earned 800+ signatures sharing petition in 2-week Top 5 Trending op-ed
- Executed 30+ events aiding with orders, promo, registration, and staffing

06.12 -
01.18

Outreach Intern

US Sen. Kirsten Gillibrand
and US Rep. Nita Lowey
New York, NY

- Scheduled 50+ event appearances and oversaw office calendar
- Set up tech and directed hundreds of guests/press at 6 town halls
- Tracked public opinion to aid senior policy advisor draft press releases
- Identified and dialogued with community orgs on collaborative events
- Drafted response to security breach in district's local hospital system

05.15 -
08.17

Education

BA, Public Relations and Strategic Communication

American University
Washington, DC

- Awarded US State Dept Gilman Scholarship to study abroad in Brazil and selected as 1 of 5 program bloggers from 1,600 award recipients
- Executive Director of largest student org, American University PRIDE
- 3.76 GPA (cum laude)

08.15 -
05.19



Multimedia
Content Creator



Digital Analyst
and Strategist



Polyglot and
Multicultural



- Adobe Suite
- Anchor
- Asana
- Canva

- CisionPoint
- MailChimp
- Meltwater
- Salesforce

- Sprout
- WordPress