



Heidi Rodriguez is an outgoing and friendly Public Relations Director at Baenance who continues to deliver customer service and administrative excellence, including clerical support and public interaction. She excels in calendar management, scheduling, data-entry and database administration.

Rodriguez graduated from **Northwestern University** with a **Bachelor of Science in Communications (2014)** and continues to practice her skills in scheduling, bookkeeping, office administration, and customer and client relations from these past positions:

Professional History

Delray Beach, CA

Jan 2017 - Feb 2020

Public Information Specialist, Fractl

- Researched and analyzed information into briefing papers, reports and project papers.
- Collected data by identifying sources of information, including designing survey and collection methods.
- Achieved client confidence and protected operations by keeping information confidential.
- Organized information by studying, analyzing, interpreting and classifying data.

San Francisco, CA

Feb 2016 - Jan 2017

Program Coordinator, Reputation Defense Network

- Maintained tight production timetables and quality standards to give audiences exceptional offerings.
- Addressed and resolved technical, financial and operational concerns by working with team members and directors.
- Pitched and built new programming strategies and one-off feature shows to boost audience interests and diversity offerings.

Chicago, IL

Jan 2014 - May 2015

Social Media Analyst, Pearson

- Developed marketing content such as blogs, promotional materials and advertisements for social media.
 - Analyzed and reported social media and online marketing campaign results.
 - Monitored sensitive subjects on social media in relation to company or industry and alerted the corporate team in event of crisis.
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