

Joseph F. Gonzalez

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Education

San Jose State University 2011-Present. Anticipated Graduate Date: Fall, 2015. BS- Public Relations

Livermore High School 2007-2011

Experience

Trader Joe's, Crew Member October 2010 - Present

- Assist and delight customers through personable one-on-one attention and service
- Prepare and demo new products, encouraging repeat shoppers to purchase it
- Work the cash register and manage cash drawer balance
- Maintain and document store inventory on a routine basis

Andrew Freeman & Company, Intern January 2015 – August 2015

- Create media content (media alerts, press releases, pitches, client biographies, fact sheets)
- Draft media bios and itineraries in preparation for media and blogger visits at client venues
- Research hospitality, food, and beverage trends
- Target new local, regional, and national writers through introductory and reactionary pitches
- Analyze client media coverage including print/online results, social media posts, and blog posts

Skills

- Proficient at online databases such as Cision and MailChimp
- Well-versed in creation and execution of local event listings to support SEO and ticket sales
- Experience drafting media pitches
- Extensive customer service experience
- Created new media content
- Proficient in Microsoft Word, Excel, PowerPoint and Office
- Drafted social media content for Instagram, Facebook, and Twitter for 4 clients
- Proficient writer in journalistic, creative, and informative styles
- Extensive background in teaching, facilitating, and practicing leadership
- Great understanding of group dynamics and teamwork

Achievements

- Eagle Scout- 2011
- Livermore High School Varsity Lacrosse Captain- 2011
- Livermore High School JV Lacrosse Captain- 2009
- Completed two-week long backpacking trek in New Mexico- 2009
- Trader Joe's "Double Bubble" Award Recipient- Spring 2015

Volunteer

- Boy Scouts of America, Youth: 1998-2011
- White Stag Youth Leadership Development, Youth Candidate: 2004, 2005, 2007
- White Stag Youth Leadership Development, Youth Staff: 2006, 2008-2010
- White Stag Youth Leadership Development, Adult Staff: 2013-Present