

MAYA ROMERO

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EDUCATION

California Polytechnic State University | San Luis Obispo, CA

Expected Graduation Date: May 2027

Bachelor of Science, **Journalism** | Concentration: **Public Relations** | Minor: **Graphic Communication** | Dean's List: **6 quarters**

CEA CAPA Education Abroad in Barcelona, Spain Communication & Journalism Program

Fall Semester, 2025

Relevant Coursework: News Media and Democracy, Mass Media in a Cross-Cultural Society, Media, Self and Society, Storytelling

MARKETING & COMMUNICATIONS EXPERIENCE

Tourism Marketing Intern

Feb. 2026 -

Present

City of San Luis Obispo, In-person

- Supported destination-marketing initiatives by refreshing website, blog, brochure, and landing-page content; audited 185 tourism blog posts and published 36 stakeholder business pages on VisitSLO.com
- Developed tourism communications and campaign collateral, including Mailchimp newsletters, press releases, guidebook advertising, social media recommendations, promotional posters, and board presentations

Social Media Coordinator

Sept. 2024 - Present

Mustang News. Cal Poly

- Designed graphics made in Illustrator to promote Mustang News articles through Instagram, TikTok and Facebook
- Highlight: Awarded 1st Place "Best Social Media Reporting" at the 2025 California College Media Awards

Marketing Team Member

Nov. 2024 -

Present

Mustang Media Group, Cal Poly

- Brainstormed various marketing strategies and media production to enhance engagement for Mustang News articles
- Executed communications through campaigns and graphics to capture attention from all student perspectives

Marketing Internship/Contractor

June 2025 - Aug. 2025

Keysight Technologies, Remote

- Recorded inventory of the products and promotions displayed and made recommendations to eliminate discrepancies and improve visibility
- Created an informative presentation to deliver my findings and suggestions in an aesthetic manner

ADDITIONAL PROFESSIONAL EXPERIENCE

Intern with Interior Design Public Relations Firm

June 2024 - Sept. 2024

The Storied Group, Hybrid

- Researched a diverse realm of creator lists and editorial calendars for client opportunities, organized client data sheets, renamed professionally shot image files, and edited the company's blog content

Retail Sales Consultant & Concierge

Dec. 2022 - Present

Betty Belts Jewelry and Ocean Gallery, Ventura, CA

- Founded a blog illustrating fun facts about the company
- Marketed products, promotions and updates with targeted marketing copy through social media channels
- Performed as a model to assist in advertising products on social media

LEADERSHIP & AWARDS

National Charity League, Ventura County Chapter

Aug. 2017 - Present

- Chaired as Treasurer, TickTocker Council Member, Historian, and Philanthropy Representative
- Attained the Mother-Daughter Community Service Tandem Award - estimated 150 hours over 5 years

TECHNICAL SKILLS

Canva, Adobe Suite (Illustrator, Photoshop, InDesign), Figma, WordPress, Dropbox, iMovie, Instagram, TikTok, Later, Mailchimp