

Marielle Mascorro

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EDUCATION

University of Houston-Clear Lake
Bachelors of Arts, Communication

EXPERIENCE

Texas City-La Marque Chamber of Commerce

Nov 2021 - Present

Director of Communications

- Compiled photos, information and wrote articles about local businesses and events for monthly newsletter.
- Worked closely with local news outlets to release information about upcoming events.
- Headed marketing efforts through social media, print and email campaigns. Interacted and communicated with users on social media platforms.
- Created original designs and promotional materials for events using Illustrator, Photoshop, InDesign and Canva.
- Updated and maintained information on chamber website, as well as assisted businesses to create their landing pages.
- Developed creative and visually appealing photographs of events and business.
- Staff Liaison for the Young Professionals Network. Organized the collective ideas of the council to host service projects, lunch and learns and networking events.

City of La Porte

2021

Marketing & Events Specialist

- Collaborated with city offices and programs to create quarterly newsletter for recreational department.
- Monitored social media platforms and created marketing campaigns to promote events.
- Photographed city programs to use for promotional pieces and quarterly newsletter.

ADDITIONAL SKILLS

- Proficient in Adobe Creative Cloud such as: Photoshop, Lightroom, Illustrator, InDesign and Premier Pro.
- Extensive knowledge on cameras and equipment.
- Knowledge of Microsoft Office Suite
- Fosters collaborative relationships to create strong communication between leadership and team efforts.