**Yraida Alas**

Sunrise, FL 33322

954 5621285

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**Journalist**

**Summary**

Corporate journalist and fashion blogger bilingual in English and Spanish with more than 15 years of experience in Venezuela, responsible of internal and external corporate communication of Siemens and Carlos Saul Rodriguez Venezuelan public figure. Designer of a book cover “La vida es una sola” by Carlos Saúl Rodríguez. Writer and project management of social media of @closetupme. Lecturer and personal image consultant. Waitress of international restaurants.

**Skills**

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| --- | --- |
| * Bilingual in English and Spanish * Corporate journalist * Social Responsability * Web Master * Graphic designer * Photographer * Fashion blogger * Fashion journalist * Personal image consultant * Social media management | * Event planner * Etiquette and protocol * Model * Influencer * Brand Ambassador * Waitress * Sales * Microsoft Office * Photoshop * Illustrator |

**Experience**

Owner 01/2015 – At present

Closet Up Me, Venezuela and United States

* Planning, writer, design and publication of the blog and social media
* Fashion and image brand consultancy
* Personal image speaker lecturer
* Brand ambassador and influencer

Waitress 09/2018 – 03/2020

Ceviche Express, Florida, United States

* Cashier
* Customer Support
* Food server
* Cook support
* Cleaner

Communications coordinator 11/2012 – 11/2015

Corporacion Todo Actitud, Caracas, Venezuela

* In charge of internal and external communications of the company
* Planning and execution of the communications plan
* In charge of the social media and website of Carlos Saul Rodriguez
* Coordination of special events and press tour
* Design and writing of advertising campaigns
* Designer of the book cover “La vida es una sola” by Carlos Saul Rodriguez
* In charge of interviewing for the section “People with attitude” of the website

Corporate communication specialist 04/2008 – 04/2012

Siemens, Caracas, Venezuela

* Planning and execution of the communications plan
* Review of press as well as the writing of a daily and fortnightly news report, addressed to the presidency and senior management of Siemens Venezuela and the Southern Andean Region
* Writing internal and regional publications.
* Planning, design, writing and publication of the Internet and Intranet (Web Master of Siemens Venezuela)
* Coordination and execution of special events of the Presidency, Central Areas and own of Corporate Communication department.
* Design and drafting of internal campaigns for the Presidency, Central Areas and Corporate Communication
* Coordination of congresses, logistic management of external events

Professor 2005 – 2006

Universidad Bicentenaria de Aragua, Maracay, Venezuela

* Professor of introduction to advertising
* Professor of graphic advertising techniques I and II
* Jury work degree

**Education**

Universidad Bicentenaria de Aragua, Maracay, Venezuela 2003

Journalist in Advertising, Marketing and Public Relation

Universidad Católica Andrés Bello, Caracas, Venezuela Pending grade work

Specialization in Advertising