

# MINA ORLIC

## EDUCATION

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UC Santa Barbara | **B.A. in Communication, Minor in Multimedia Writing** | GPA: 3.98      Jun. 2024

College of Letters and Science Honors Program, Dean's Honors for every quarter attended

*Relevant Coursework:* Writing & Design for the Web, Multimedia Writing, Magazine Writing, Business & Administrative Writing, Writing for PR, Marketing Communication, Document Design,

## EXPERIENCE

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**The Daily Nexus, UC Santa Barbara**

Apr. 2023 - present

*Lead Production Editor*

- Oversee creation of the weekly layout of 12-20 page student-run publication, ranked third best collegiate newspaper in California by California College Media Association in 2023
- Use Adobe InDesign & Photoshop to create News pages, coordinated with 8+ teams to incorporate various content
- Lead team of four members; developed and implemented a comprehensive InDesign training guide
- Coordinate and design weekly print and online ads

*Assistant Production Editor*

Sept. 2022 - Apr. 2023

- Used Adobe InDesign & Photoshop to assist in creation of weekly layout of 12-20 page student publication
- Designed spreads for UC Santa Barbara 2022-23 Senior Book

**UC San Diego Shiley Eye Institute (SEI)**

Jun. 2023 - Sept. 2023

*Communications & Business Development Intern*

- Helped facilitate a move for a department of 100+ people
- Conducted SEI website analysis, gave detailed presentation of suggested improvements; SEI will be implementing several suggestions in upcoming website redesign

**ArtWalk San Diego**

Aug. 2022 - Sept. 2022

*Intern*

- Participated in planning and execution of Liberty Station ArtWalk 2022 and Chula Vista Lemon Festival 2022 – assisted Associate Director and Operations Manager in overseeing vendor set-up/load-out, coordinated volunteers, attended to various team and vendor needs
- Managed booth at Third Ave Farmers Market, promoted ticket sales for upcoming events

**Guild Mortgage**

Jul. 2020 - Aug. 2020

*Customer Care Specialist*

- Made 60-100+ calls a day with aim of getting existing customers to refinance their loans
- Trained 3 new hires on appropriate credit trigger procedure

## SKILLS

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Adobe Creative Cloud | Canva | Figma | Microsoft Office Suite | Salesforce | Wix | WordPress | Content Creation | Problem Solving | Project Management | Leadership | Written Communication