

**OBJECTIVE**

To obtain an opportunity that will allow me to expand and utilize my previous work experience and BA degree to benefit multiple areas within a company.

**EDUCATION**

CALIFORNIA STATE POLYTECHNIC UNIVERSITY

POMONA, CA

DECEMBER 2009

Bachelor of Science, Business Administration in Computer Information Systems.

THE CALIFORNIA TAX EDUCATION COUNCIL (CTEC) – Certificate

LOS ANGELES, CA

ACTIVE

**TECHNICAL SUMMARY**

**Programming Languages** – HTML, CSS, Integrating JavaScript and PHP

**Software / Applications** – Microsoft Suite (Word, Excel, PowerPoint, Outlook, Publisher, Project, Visio), Adobe Dreamweaver, Open-source Web 2.0 Technologies such as WordPress and MediaWiki, Drake Software, VCI and StarsII+System Launcher, OSI traffic system, Donovan system, PACE Traffic system, Nielsen Local Software Systems, Galaxy Navigator and Arianna Software.

**Operating Systems** – Windows (2000, XP, 7, 8 and 10) and Vista

**Database Management System Software** – Microsoft SQL Server, Microsoft Access

**Graphics** – Adobe Photoshop, Illustrator, Advance GIF Animator, Adobe Fireworks

**Other** – Knowledgeable in FTP Applications

**SKILLS AND ABILITIES**

Problem analysis, with use of good judgment and ability to solve problems efficiently. Good organizational and time management skills. Ability to work within deadlines and under pressure. Facility to quickly learn new systems, detail-oriented, self-starter with a positive attitude, able to take initiative, enthusiastic, highly creative. Ability to work both as a team and independently. Fluent in both English and Spanish.

**WORK EXPERIENCE****FOX NETWORKS GROUP****COMMERCIAL ADMINISTRATOR,**

LOS ANGELES, CA

SEPTEMBER 2014 – PRESENT

Gather and enter programming information into Traffic system as well as creating formats. Check against scheduling and Sales information for accuracy. Coordinating all information to accurately reflect all program schedules, formats and inventory. Adjusting and creating log formats as necessary to insure correct log timing. Verify billboard and other added value placements as necessary. Interface with Sales Coordination, Sales, Programming, On-air Promo, Operations as necessary to complete logs. Reconcile and Post logs after air. Make adjustments as needed to log automation elements.

**UNIVISION COMMUNICATIONS INC.****TRAFFIC COORDINATOR / ACCOUNT COORDINATOR,**

LOS ANGELES, CA

AUGUST 2012 – SEPTEMBER 2014

**Traffic** – Responsible for logs reconciliation analysis, generating daily program, pre and post logs for local stations (KMEX/KFTR) as well as eastern stations (UMEX/TFTR).

Prepare daily program/commercial logs for air. Match commercials received with instructions from agencies. Verify dates, products and all other parameters as indicated. Verify billboard and other added value placements as necessary. Interface with Agencies and Sales coordination, Programming, On-air Promo, and Operations as necessary to request any missing instructions or spots and resolve any discrepancies. Verify on air commercial discrepancies using AirCheck and NirvanaMonitorIQ. Enter copy instructions accurately into the system and check daily rotations to verify accuracy. Receive commercials, assign media numbers and maintain commercial database current. Approve paid programming tapes for content and timing according to the *Standards and Practices* guidelines to ensure compliance. Create dublist for daily spot transfer to master control. Maintain station traffic files and any other duties as required by traffic management. Evaluate programming problems, resolve schedule conflicts, and make appropriate manual changes to avoid reoccurrence.

**Sales** – Entered new orders into Donovan and OSI Systems (Manual and Electronic Orders) verifying accuracy. Assisted account executives by pulling avail, posting and pre-posting, daily pre-emption reports and make goods. Obtained credit approval and creating profile for new accounts. Sent commercial air times, coordinated ad copy, responded to incoming requests, traffic instructions and followed up on invoice discrepancies.

**ENTRAVISION COMMUNICATIONS CORPORATION****EXECUTIVE ASSISTANT TO VICE PRESIDENT / GENERAL MANAGER,**

LOS ANGELES, CA

FEBRUARY 2011 – APRIL 2011

Provided executive-level administrative and business support to Vice President / General Manager. Worked on FCC – EEO public file inspection report online/in-house station and assisted with organizing sales events as needed. Entered and maintained trade/cross promotional contracts using OSI traffic system. Pulled air logs and faxed to clients. Wrote up sales orders, traffic instructions and submitted to the Traffic department.

**LATV NETWORKS LLC****EXECUTIVE ASSISTANT TO PRESIDENT / SALES & RESEARCH COORDINATOR,**

LOS ANGELES, CA

MAY 2003 – JANUARY 2008

**Administration** – Provided executive-level administrative support to the LATV President – handled confidential information and files, phone calls, coordinated and scheduled meetings, managed and maintained busy schedule calendars, coordinated travel arrangements, prepared and handled expense reports, assisted with PowerPoint presentations and Sales department projection reports using Microsoft Suite.

**Research** – Analyzed, interpreted, and provided NIELSEN ratings via Arianna Software, created charts and graphs for on-going sales and programming purposes, prepared, posted and maintained various customize research reports for different departments, and generated ratings Highlights Newsletter of program performance along with rating tracking and analysis percentages utilizing Excel and Word.

**Traffic** – Collaborated with Traffic department on a daily basis to ensure the most accurate and complete traffic instructions as well as viewed and approved commercials content to be scheduled. Cleared up invoice discrepancies, verified commercial logs, communicated with advertising agencies and radio stations along with other additional tasks as needed.

**Sales** – Administrative support for Sales Department – local and national – entered and maintained sales orders. Wrote up in-house sales orders, traffic instructions and ordered commercials to be produced. Upgraded, created, kept and filed confidential client database files and documents as well as created and assembled sales proposals. Generated competitive/performance client ratings reports. Created and submitted expense reports for all account executives, sales progress reports and invoices via VCI or Stars II + System Launcher. Restocked Media Kit presentation packages, maintained supply inventory, and designed various DVD labels using Photoshop.

**IT Support** – Posted and maintained website content. Provided IT support on system operations and troubleshooting – Windows. Created, maintained, and upgraded Network and Local client's database and music/videos database using Access.

**ROCHA INCOME TAX SERVICES****GENERAL MANAGER (SEASONAL),**

COLTON, CA

JANUARY 1996 – APRIL 2015

**MTV NETWORKS****MS ACCESS DATABASE INTERN,**

SANTA MONICA, CA

SPRING 2007

**NEW PRODUCERS ALLIANCE****EVENTS COMMUNICATIONS / MARKETING ASSISTANT INTERN,**

LONDON, ENGLAND

SPRING 2006

**FREELANCE WORK****WEB DEVELOPER AND DESIGNER****FREELANCE (PART TIME),**

JANUARY 2008 – JANUARY 2014

**Multiple Projects** – Provide web development and design services along with maintenance to various clients.

- **ROCHA INCOME TAX SERVICES** (rochaincometax.com) January 2008 – PRESENT
- **PRO-FE-CIA** (pro-fe-cia.com) July 2011 – January 2014
- **SIGNAL INTEGRATION TECHNOLOGIES GROUP** (sitav.tv) October 2010 – August 2011