

ARELY OCAMPO BARTOLO

ASPIRING PUBLIC RELATIONS MANAGER

CONTACT

 Los Angeles, CA

 [LinkedIn](#)

KEY SKILLS

Social Media Outreach

Creative Strategy

Public Speaking

Community Outreach

EDUCATION

**Bachelor of Arts- Public Relations/Image
Management**

**California State University
Long Beach**

Aug 2022- Fall 2025

Hello! I'm a CSULB student majoring in Public Relations. I entered my first year of college with enough AP credits to cut off about a year worth of units. Thus rather than graduating in the Spring of 2026, I am set to graduate in Fall of 2025.

High School Diploma

Venice High School

Aug 2018-May 2022

While in high school, I was part of the Varsity Cheerleading team for 3 years, while maintaining a 4.1 GPA and being ASB President.

LANGUAGES

English: Fluent

ASL: Beginner

Spanish: Fluent

PROFILE

Hello! I am currently a PR Student at CSULB as well as a Beauty Advisor at Sephora.

I am looking for jobs and internships within the PR field, social media, merchandising or communications field. I am extremely driven and bring creativity and a positive attitude to the workplace. I am open to learning new things and do not shy away from a challenge.

WORK EXPERIENCE

Beauty Advisor

Sephora

May 2023-Present

While working at Sephora, have shown great amounts of growth in brand-education and celebration.

- Creating memorable and one of a kind experiences with guests, while making them feel included in the consultation process.
- Was also awarded the Value in Action (V.I.A) award within the first month at Sephora for the value of "Passion."
- A track record of building relationships with customers and team members in order to succeed in meeting in-store metrics, as well as brand-focused metrics.
- Worked on store-led events as a "Brand Ambassador" for brands such as Tower 28, Kosas, Caudalie and Sephora Collection to reach monetary goals for the brands.
- Ran touch-bases with team members and leads alike to set personal goals for each specific brand event.

Event Numbers:

- Kosas (Two day event)- Goal: \$1,000 Actual: \$1,526
- Caudalie- Goal: \$1,500 Actual: \$1,552
- Tower 28- Goal: \$600 Actual: \$1,200
- Sephora Collection- Goal: \$1,500 Actual: \$1,767

Beauty Advisor

ULTA Beauty

May 2022- May 2023

While working at ULTA Beauty, helped to promote a welcoming atmosphere while informing guests of current promotions, events, and services within the store.

- Received the award entitled "Loyalty Royalty" for opening 110 Credit Cards, within nine fiscal months.
- Provided 100 plus sign-ups for in-store community events that highlighted brands such as Drybar and Treslucé Beauty.
- Created powerful client experiences by highlighting hero-brands to show off what the company has to offer.

Consultant

Los Angeles Unified School District

May 2022-June 2023

While being a student at Venice High school, worked to create virtual campaign to help raise district-wide mental health awareness. Worked alongside members of the Mental Health Advocacy club, of which I was President for three years.

- Link to the [virtual campaign](#).
- Aided in the creation of a virtual campaign that was intended to help bring mental health awareness to youth in the LAUSD school district.
- Worked closely in a group of four students and an adviser, while maintaining direct contact with a representative from the school district.