

# HEATHER ESCOBAR

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**Present Address:**  
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**EDUCATION** Saint Mary's College of California, Moraga May 2012  
**BA: Communication Minor: Performing Arts, Dance**  
3.30 GPA Dean's List Three Semesters  
75% of education financed through scholarships, work-study and loans

## Coursework

Oral Communication, Interpersonal Communication, Communication Theory, Management Communication, Public Relations, Media Law, Methods, Dance History, Dance Production, Design for Dance, Perceiving the Performing Arts

**Travel Course** New York City Dance Intensive January 2011

## Projects

**Interpersonal Communication:** Observed and analyzed influence of caretaker on the development of children's communication competence

**Choreography:** Created a dance work to display in a show, including advertisement, design, publicity, costuming and lighting design

**EXPERIENCE** **Vector Marketing Corporation** Rocklin, CA  
**Field Sales Manager** 2010-Present

- Handle direct sale of high-quality cutlery and culinary products to consumers, from initial contact to close of the sale
- Acquire new clients through referral and lead generation
- Train new representatives, offering a model of successful performance
- Achieved highest sales rank within company, with personal sales exceeding \$40,000

**Lewis Public Relations** San Francisco, CA  
**Public Relations Intern** Fall 2010

- Researched editorial calendars, media contacts, and tracked coverage of press releases
- Scheduled appointments, brainstormed meeting topics, and wrote detailed briefing sheets
- Learned public relations, advertising, branding, event management and market research methods including MediaMap.com and EdCals.com

**The Collegian, SMC** Moraga, CA  
**Graphics Editor** 2009-2010

- Designed graphic templates and determined their placement in the paper
- Created innovative graphics and new artwork bi-weekly
- Discussed newspaper development and achievement weekly with The Collegian editors
- Worked on layout and design teams to create a visually pleasing college newspaper

**SKILLS** Photoshop, QuarkXPress, Illustrator  
Microsoft Windows, Word, Works, Excel, PowerPoint  
Bilingual English and Spanish

**ACTIVITIES** Saint Mary's College Dance Company Member  
Latino American Student Association Club  
Gael Force Athletics Club