Eliana Proano

elianamproano@gmail.com • (908) 514-5931 • LinkedIn • Portfolio

Education

LOYOLA UNIVERSITY CHICAGO — Chicago, Illinois
Bachelor of Arts in Advertising & Public Relations, Minor in Marketing — December 2025
Lambda Pi Eta Communication Honor Society — May 2025

Experience

CATHOLIC EXTENSION SOCIETY — Chicago, Illinois
Strategic Communications Associate — 1/2026 – Present

- Manages social media content for audiences of 127k+ on Facebook and 10k+ on Instagram, using paid and organic strategies to increase engagement and strengthen brand presence
- Publishes 3–4 social media posts weekly, contributing to 11% Instagram engagement growth and 77% Facebook engagement growth over six months
- Maintains donor records and oversees print distribution of *Extension* magazine
- Managed a website redesign project by reviewing archived files, coordinating with external partners, and tracking project details to keep the process organized and moving forward
- Created social media content during the papal conclave that surpassed the organization's previous lifetime social media engagement in a single month

CATHOLIC EXTENSION SOCIETY — Chicago, Illinois
Strategic Communications Intern — 6/2024 – 12/2025

- Created and scheduled social media content across Facebook, Instagram, and X to maintain a consistent social calendar
- Coordinated quarterly distribution of approximately 50,000 copies of *Extension* magazine
- Updated donor database records, processed mailing preference changes, and maintained accurate contact information
- Adapted print articles into digital, mobile-optimized web content

LOYOLA UNIVERSITY CHICAGO: Center for Diversity and Inclusion — Chicago, Illinois
Students Together are Reaching Success (STARS) Peer Mentor — 8/2023 – 5/2025

- Mentored five first-generation students of color, providing academic and identity-based support through individual and group sessions, connecting them to resources to support their successful transition
- Used Canva to design Instagram content to increase student engagement and attendance at on-campus events
- Facilitated monthly campus-wide programs by supporting event planning, logistics, budgeting, and outreach to promote diversity and inclusion

LOYOLA UNIVERSITY CHICAGO — Chicago, Illinois
Residence Life Desk Receptionist — 8/2023 – 9/2025

- Managed front desk operations for a residence hall, providing friendly customer service and following building safety and emergency procedures
- Managed visitor logs for 50+ weekly guests and oversaw check-in/check-out procedures for 100+ shared items, including keys and equipment, maintaining accurate records to support resident safety

Skills

Meta Business Suite, Microsoft 365, WordPress, Google Analytics 4, Adobe Creative Cloud, Meltwater, Sprout Social, social media management, content creation, project coordination