

Rikki L. Yanez

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PROFESSIONAL SUMMARY

As a versatile Content Specialist, I excel in creating, researching, and editing compelling internal and external content that aligns with business strategies. My expertise spans effective collaboration across creative, technical, and management teams, as well as managing communication projects using web-based platforms. With strong written and verbal communication skills, critical thinking, and the ability to motivate and adapt in dynamic environments, I consistently deliver high-quality, timely communications. My background in audio and visual content curation, sales management, and news content auditing further enhances my ability to develop and manage a cohesive brand presence.

KEY COMPETENCIES

Writing and Editing	Data Analytics	Project Management	HTML, CSS, JavaScript
Content Creation	Adobe Creative Suite	Audio/Visual Production	Microsoft Office Suite
Web Content Management	Copywriting	WordPress	Canva

WORK EXPERIENCE

Vaco (onsite with Google)

News Content Auditor

Nov. 2021 - Present

- Collaborated with cross-functional teams to develop engagement strategies and prioritize content management projects to enhance audience interaction and content effectiveness.
- Conducted comprehensive audits of the Google Search results to ensure live labels were accurate and aligned with the news stories.
- Created brief headlines for the Google News Console covering various topics including current and breaking news, politics, pop culture, entertainment and sports.
- Collaborated on the development of AI-driven search engine projects and workflows, supporting stakeholder initiatives and vendor relationships.

Vaco (onsite with Google)

Audio and Visual Content Curator

Sept. 2019 - 2021

- Tailored audio and video content (e.g. FLAC, MP3, WAV, etc.) for a variety of formats including distribution on multiple devices.
- Adhered to a regular (daily) content production schedule to meet strict deadlines.
- Audited and post-produced audio news content to the highest standards to ensure content meets business objectives and enhances user experience.
- Monitored and analyzed content performance using analytics tools to inform future content curation and strategy adjustments.

KTSW-FM 89.9

May 2018 - May 2019

Sales Manager

- Developed and implemented sales strategies to meet revenue targets for the radio station.
- Built and maintained strong relationships with clients and customers, ensuring satisfaction and addressing any issues or concerns.
- Negotiated and finalized advertising deals, ensured client satisfaction and adherence to station policies.
- Trained and supervised sales team members, providing guidance, motivation, and performance evaluations.

KTSW-FM 89.9

May 2018 - Dec. 2018

Assistant Web Content Manager

- Assisted in the development and maintenance of the radio station's website content, ensuring it aligns with the station's brand and objectives.
- Reviewed and refined written content for clarity, accuracy, and adherence to the station's style and standards.
- Supported the implementation of SEO strategies to enhance the station's online visibility and audience engagement.
- Monitored website analytics to assess user behavior and content performance, provided insights for continuous improvement.
- Maintained a content calendar to ensure timely publication and updates of web content.
- Stayed updated on industry trends and best practices in web content management and search engine optimization.

INTERNSHIP EXPERIENCE

South By Southwest

Photographer and Social Content Correspondent

March 2019

- Captured photo content and coordinated content delivery.
- Transcribed key moments from conference keynotes and featured talks, film screening Q&A's, and other event programming for content on social media platforms and website.

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Writer

Jan. - May 2018

- Conducted thorough research on various technology topics, including new gadgets, software, and industry trends, to provide accurate and insightful information.
- Wrote blog posts and reviews on technology products, current news, and innovations, tailored to the target audience.
- Reviewed and revised content to ensure accuracy, clarity, and adherence to publication standards.
- Helped develop and execute web content strategy to increase brand awareness, website traffic and search engine rank.

EDUCATION

Texas State University | School of Journalism and Mass Communications

San Marcos, Texas

Bachelor of Science in Digital Media Innovation and Mass Communication | Minor in Psychology

May 2019

Texas State Technical College | Academic Core

Harlingen, Texas