Graciana Ratto

Marketing & Public Relations Professional
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Experience

Marketing Assistant | Alyssa Pattino | Aug 2026–Present
Film and edit 15 pieces of content per month for small business clients across Instagram and TikTok.

Office Intern | Every Man Jack | Sep 2026–Present
Organize shipments and product storage and track inventory across 300 SKUs with Operations, Product, and Marketing.

Social Media Manager | Givva | Aug–Nov 2026
Researched the target audience to guide social strategy and designed 25 graphics and social formats per week, including carousels, Reels, and Stories.

English Language Assistant | Community of Madrid | Oct 2025–Jun 2026
Adapted English lessons for different ages and skill levels, delivered instruction across four primary classrooms, and partnered with classroom teachers.

Social Media Manager | The Social Klub | Jun–Sep 2025
Wrote, filmed, and edited 20 short-form videos and developed the brand voice and weekly posting schedule.

Marketing and Journalism Intern | Modern Luxury and San Francisco Magazine | Jun–Sep 2024
Researched audience trends for social content and coordinated influencer partnerships, guest attendance, and on-site content.

Education

Cal Poly San Luis Obispo · Bachelor’s degree in Journalism, concentration in Public Relations · 2025

Leadership and Projects

Mustang Media Fest Marketing Team · Created promotional content and helped connect social strategy to event activations.
Cal Poly Women’s Lacrosse, President and Vice President · 2023–2025 · Coordinated team logistics and competition planning.

Skills

Social media strategy · Audience research · Scripting · Short-form video production and editing · Editorial writing · Event promotion