

# CHANTAL CANALES

## PROFILE

I am a highly motivated and aspiring publishing professional with a deep passion for culturally-diverse storytelling seeking opportunities in the publishing industry. I am a life-long reader, a self-starter and I am equipped with three years of marketing and publicity experience.

## CONTACT INFORMATION

Phone Number: 972-832-1248  
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Website/Portfolio: capturedbychantal.com  
GoodReads: goodreads.com/chantalcanales

## WORK ROLES

### President & Founder - Her Campus Media

Aug. 2019 - Present

- Founded the Baylor chapter of Her Campus, the #1 online magazine for empowering college women
- Edit, publish, and write online editorial content while developing writing skills of 30 editorial team members
- Publicize organization and recruit 70 members through social media posts, campus events, and student outreach
- Lead weekly marketing meetings to discuss campaign strategies, brand partnerships and ideas

### Bookseller - Fabled Bookshop and Cafe

Oct. 2020 - Present

- Take initiative with bookshop customers by offering excellent service with book recommendations and searching for in-stock titles
- Research and immerse self in the latest book releases, trending books in publishing industry, and popular best-selling authors
- Engage in conversations with bookshop visitors about new book releases and author events

### Editorial and Media Development Intern - D Magazine Partners

May 2020 - Dec. 2020

- Conduct research and interviews about business startups and Dallas entrepreneurs for Dallas Innovates
- Write editorials, press releases and profiles on Dallas social movements, education, and innovations weekly
- Draft captions and engaging social media copy for Instagram, Twitter and Facebook
- Prepare Search Engine Optimization for published articles with key words and phrases on WordPress

### Brand Marketing and Communication Team Planner - Union Hall Waco

Aug. 2019 - Dec. 2019

- Communicated with Marketing Director of Union Hall to capture vision of first branding campaign and set attainable goals of increasing awareness of the food-hall concept
- Researched and collected data on target audience of food hall to obtain better understanding of their demographics
- Lead and collaborated with team members to plan grand opening community event, design social media plan, create branded merchandise, and market food hall concept to the Baylor community

## SKILLS & COURSEWORK

- Storytelling
- Microsoft Office Suite
- Marketing Campaigns
- Research
- Editing and Publishing
- Social Media Planning and Analytics
- Customer Service
- Adobe Creative Suite
- Search Engine Optimization

## EDUCATION

### Baylor University - Waco, Texas

Bachelor of Arts, Expected Graduation in May 2021  
Major: Journalism, Public Relations & New Media-Advertising  
Minor in Marketing

### Corvinus University of Budapest - Budapest, Hungary

GPA: 3.4/4.0  
May 2018 - July 2018  
Study Abroad Cultural Immersion Experience with Baylor Journalism Department  
Relevant Coursework: Writing & Editing for Online Media; Magazine & Feature Writing

## AWARDS

- Dean's Gold Scholarship
- Sue Mayborn Journalism Scholarship
- Mr. and Mrs. Carmage Walls Journalism Scholarship
- William Moore and Joanne Moore Journalism Scholarship
- Frank E. Burkhalter Journalism Scholarship
- Federal Pell Grant
- Journalism Department Ambassador