

Ericka Pinon

PUBLIC RELATIONS

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Education

Washington High School | August 2018 – May 2022

Walter Cronkite School of Journalism and Mass Communication at Arizona State University | August 2022 – Present

Bachelor of Arts, Journalism and Mass Communication

Anticipated Graduation, Spring 2026

Language

English

Spanish

Skills

- Web Design
- Microsoft word proficiency
- Excel proficiency
- Basic website coding
- Editing: Adobe premiere, Adobe photoshop, Adobe Lightroom,

Experience

Public Relations Specialist | Cronkite Agency | 2025 – Present

- Manage full-scope PR strategy for client Follett/Sun Devil Campus Stores
- Develop and distribute press releases, secure media coverage, and maintain client communications

Reporter | Cactus Politics | July 2025 – Present

- Cover public affairs and political news, with experience traveling and interviewing members of Congress
- Contribute written content to affiliated publications including The Floridian Press, Texas Politics, and Big Energy News

Barista | The Sicilian Butcher | November 2023 – July 2025

- Delivered consistent customer service in a fast-paced, high-volume environment
- Developed strong communication and multitasking skills

Summary

Bilingual reporter specializing in public affairs and public relations, with hands-on experience traveling and interviewing members of Congress, and a growing foundation in strategic communications and client services.