

Contact

www.linkedin.com/in/ruby-contreras511 (LinkedIn)
www.facebook.com/CityOfElizabethNJCityHall/ (Other)
www.instagram.com/cityofelizabeth/ (Other)

Top Skills

Customer Service
Marketing
Social Networking

Languages

Spanish (Professional Working)
Spanish

Certifications

Preventing Workplace Harassment -
Fundamentals (CPE/CLE)

Honors-Awards

Deliver Legendary Customer
Experiences
Operate with Excellence
Top Sales
Community Service Certificate

Ruby Contreras

Public Relations

Elizabeth, New Jersey, United States

Summary

Highly experienced in fast-paced office environment. Specializing in creativity, excellent communication and analytical skills. Proven track record of orchestrating successful PR campaigns that drive engagement and enhance reputation in outreach and media relations.

Experience

City of Elizabeth

9 years 8 months

Public Information Officer

June 2022 - Present (1 year 8 months)

- Handling any and all press requests through telephone calls, email and written correspondence
- Planning and overseeing events such as ceremonies, grand openings and community engagement
- Organizing information to distribute to the public
- Prepare press releases and coordinating interviews
- Aid the Mayor and other public officials with Spanish translations
- Hold and lead regular planning and review meetings with PIO Team
- Supervising the Mayors "Our City" Show; confirming guests and proof reading scripts
- Produce and maintain informational materials for the public, including brochures, flyers, postcards, invitations and any other publication
- Manage and create content for official City of Elizabeth, Mayor and Police Instagram and Twitter
- Administrator for City of Elizabeth, Mayor and Police Facebook Pages
- Collect and distribute data to public via City Website and all social media outlets
- Work with the Director and Police Chief as well as various Bureaus and Divisions to obtain and disseminate proper information to update content for the Elizabeth Police Department Website

Acting Public Information Officer
January 2022 - May 2022 (5 months)
Office of Public Information

- Handling any and all press requests - coordinating information to distribute, interviews etc
- Work in coordination with the Mayor on COVID-19 updates
- Hold and lead regular planning and review meetings with PIO Team
- Produce and maintain informational materials for the public
- Manage and create content for official City of Elizabeth, Mayor and Police Instagram and Twitter
- Administrator for City of Elizabeth, Mayor and Police Facebook Pages
- Collect and distribute data to public via City Website and all social media outlets
- Work with the Director and Police Chief as well as various Bureaus and Divisions to obtain and disseminate proper information to update content for the Elizabeth Police Department Website

Public Information Assistant
October 2020 - December 2021 (1 year 3 months)
Office of Public Information

- Fills in for the Public Information Officer in the interim that she is out – I.e: handles media requests, provides weekly media briefs or attends any meetings in her absence
- Grow, monitor, and create content for official Instagram account
- Editor for official Facebook Pages
- Worked in coordination with the Mayor and PIO on the COVID-19 pandemic
- Assists the Public Information Officer in anything on a day to day basis

Clerk 1 & 2
June 2014 - September 2020 (6 years 4 months)
Office of Public Information

- Official City photographer
- Cover and assist with city events including grand openings, ribbon cutting, flag raising and etc
- Maintaining and creating flyers and other announcements for various events throughout the COE
- Aid the Mayor of Elizabeth and other public officials with Spanish translations
- City coordinator for the IRS Volunteer Income Tax Assistance (VITA) program, which included managing search of volunteers and scheduled appointments to assist Elizabeth residents with tax filing

J&L Marketing, Inc.

Promotion Coordinator II

August 2013 - September 2020 (7 years 2 months)

- Greet, register, and collect information from customers at scheduled automobile dealership events
- Lead sales meetings to staff and management
- Maintain positive and welcoming attitude
- Extensive domestic travel

TD

Teller II

August 2012 - December 2013 (1 year 5 months)

Union, NJ

- Conducted daily teller transactions
- Interacted with customers on a daily basis
- Helped customers with account questions
- Cross sold bank products

Education

Kean University

Bachelor of Arts (B.A.), Communication Studies · (2010 - 2014)