

YESSI PEREZ

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EDUCATION

University of Nevada, Las Vegas

August 2022 – Estimated Spring 2026

Bachelor of Arts in Psychology | Minor in Family Studies

EXPERIENCE

Somos Votantes/Somos PAC

January 2025 – May 2025

Internship, Operations & Communications Team

- Researched and compiled a Nevada based community resource list of nonprofits and public programs.
- Built a multi-state union printing vendor database to support regional outreach teams.
- Created an internal catalog of promotional apparel and merchandise for staff and event use.
- Conducted a full social media audit to evaluate engagement and branding alignment across various social platforms.
- Designed original content for social media platforms to increase civic awareness and connection.
- Drafted outlines for proposed community video series spotlighting local voices and civic engagement.

Zappos.com – Human Resources

July 2016 – September 2020

Sr. Creative Designer & Lead/ Charity and Employee Engagement Support

- Produced high-performing creative concepts with an emphasis on employee engagement and charity.
- Collaborated with project team, clients, and technical staff to ensure timely and high-quality project delivery.
- Led design and production for print, brand identity, internal promotions, and marketing campaigns.
- Helped coordinate major Zappos for Good events with nonprofits, benefiting 2,000+ community members.
- Supported team-building efforts to strengthen company culture across in-office and remote settings.

RESEARCH EXPERIENCE

UNLV Baby & Child Rebel Lab

January 2024 – Present

Undergraduate Research Assistant

- Focus on managing social platforms for public participation and community engagement.
- Assist in developing a comprehensive social media strategy to increase the lab's online presence and public engagement.
- Develop engaging and informative content for various social media platforms (e.g., Facebook, LinkedIn, Instagram).
- Identify and engage with key stakeholders, such as parents, educators, and local organizations, to build partnerships and collaborative opportunities.

VOLUNTEER

Salvation Army | Project Inclusion | Project 160

July 2016 – February 2020

- Organized and oversaw community events centered around special needs, food and clothing distribution, toy drives, and children's carnivals.

TECHNOLOGY & SKILLS

Microsoft Office Systems, Adobe Creative Suite, Workday, Jira, Asana, Slack, Canva | English (native), Spanish (proficient)