

EDDY CHAVEZ

Communications Specialist

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PROFESSIONAL SUMMARY

Communications professional experienced in social media, digital content, video production, email marketing, website content, and campaign promotion. Skilled at turning program and event information into clear, engaging content across multiple channels, with a track record of growing social audiences.

CORE SKILLS

Social Media Management • Content Strategy & Copywriting • Short-Form Video Production • Email Marketing (ActiveCampaign) • WordPress • Canva Pro • CapCut Pro • Adobe Creative • Digital Campaigns • Community Management • Basic Analytics & Reporting • Program Management

PROFESSIONAL EXPERIENCE

Communications Specialist | Seattle's LGBTQ+ Center

June 2022 – Present

- Manage Facebook, Instagram, LinkedIn, and YouTube content from planning through publishing, reaching a combined audience of 19,000+ followers and helping grow Facebook and Instagram followers by 106.9%.
- Produce a weekly short-form video series, handling research, scripts, on-camera hosting, filming, editing, captions, and publishing. Also create interviews, event coverage, and promotional Reels.
- Create 5–8 feed posts, 1–3 Stories, and one Reel each week, along with graphics, flyers, digital ads, presentations, event materials, signage, and branded promotional items.
- Write and build a monthly newsletter and about two email campaigns each month in ActiveCampaign for an audience of roughly 3,700 subscribers.
- Keep website content up to date in WordPress by creating and updating pages, editing copy, posting events, and managing images.
- Work independently and with established campaign plans to promote programs and major events, collaborating with internal teams and community partners on Youth Programming, Gardens & Gems Annual Fundraiser, World AIDS Day, and other initiatives.

Diversity, Equity, and Inclusion Program Manager | Seattle Children's Hospital Aug 2020 – July 2021

- Led expansion of an award-winning employee resource group program, increasing membership by 22% and establishing new affinity groups.
- Directed annual strategic planning across nine affinity groups, aligning programming with organizational-level aims and increasing program engagement.
- Prepared quarterly status reports for executive leadership and refined communications processes for departmental newsletters and affinity-group connectivity.

Occupational Health Information Systems | Seattle Children's Hospital

June 2016 – July 2020

- Managed the employee occupational health database, including system updates, profile management, and health-record accuracy.
- Led Continuous Process Improvement (CPI) initiatives that strengthened system efficiency and data quality, supporting a 98% organization-wide vaccination compliance rate.
- Produced annual compliance reports for executive leadership and government agencies while maintaining HIPAA reporting standards.

EDUCATION

The Evergreen State College: B.A., Communications and Digital Media, March 2022

Seattle Central College: A.A.S., Film and Video Production, June 2006