Maritza Cobian

Contact

Website: Home | Personal Brand

Email: maritzacobianwork@gmail.com

Phone: 304-610-8404

Nitro, WV

Summary

Passionate Advertising & Public Relations graduate with a desire to create strong campaigns and build meaningful relationships with audiences. Skilled in digital marketing, content creation, and social media, with hands-on experience in design, communication strategies, and marketing tools. Eager to contribute to your team to help drive engagement and memorable experiences.

Education

Marshall University, Huntington WV

B.A. Advertising and Public Relations | Graduated Summa Cum Laude | *May 2026*

Minors: Marketing, Film Studies & English

GPA: 3.87

Collective 37 Communications Agency Member | *Spring 2024 & 2025*

Clients: Marshall Artist Series & Jurna

- Contributed to marketing campaigns by brainstorming creative strategies and helping with content creation.
- Active role in student activities which focus on outreach and engagement.
- Developed graphic design content to effectively promote events.

Advertising Club Member | *Fall 2023 – Spring 2024*

Work & Related Experience

Nitro, WV

Guadalajara Modern Mexican Server, Host, & Manager | *June 2023 - July 2026*

- Developed customer service skills by providing a quality experience to guests and resolving issues that arose.
- Learned leadership skills by helping operate the FOH team to create a smooth workflow and friendly environment.
- Created long lasting customer relationships through interpersonal communication skills.

Huntington, WV

Appalachian Studies Association Intern | *January 2026 – April 2026*

- Designed content for social media using Canva and boosted engagement and followers on Facebook & Instagram.
- Assisted in a team with planning and executing annual conference event with record-breaking attendance.
- Copyedited documents, articles, and event program to improve layout and check for errors.

Huntington, WV

Marshall Artist Series Intern | *January 2023 – April 2023*

- Created a marketing plan to improve awareness and presence of the Marshall Artist Series with a team.
- Engaged students by using promotional tactics such as tabling events, social media interviews, flyer distributions, and giveaways to increase BANFF Film Festival event attendance.

Cross Lanes, WV

Cook Out FOH Worker | *April 2021 - May 2023*

- Greeted and took care of customers' orders and requests in a friendly manner.
- Organized, prepped and cleaned stations throughout shifts.

Skills

- Adobe Creative Suite (Illustrator, Premiere Pro, InDesign, etc.)
- Microsoft Suite
- Canva & Adobe Express
- Copyediting
- Research & Analysis
- Social Media Management
- Attention-to-Detail
- Time Management
- Problem-Solving
- Customer Service

Awards

School of Journalism and Mass Communication Excellence Awards: Rookie Of The Year | *2024*
Maier Award In Fiction Nomination | *2025*
English Department's AWP Literary Competition Nomination | *2025*
School of Journalism and Mass Communication Excellence Awards: Outstanding Senior in Advertising | *2026*
School of Journalism and Mass Communication Excellence Awards: Outstanding Contributor to an Advertising & Public Relations Campaign | *2026*
School of Journalism and Mass Communication Excellence Awards: Excellence in Advertising & Public Relations Media Strategy | *2026*

Washington Media Scholars Foundation: The Media Plan Case Competition Semi-Finalist | *2026*

Certifications

Google Analytics Certification | Exp. Nov. 2025

HubSpot Email Marketing | Exp. Nov. 2027

HubSpot Social Media Certification | Exp. Dec. 2027

HubSpot Social Media II Certification | Exp. Oct. 2028

AEO Fundamentals Certification | Exp. Nov. 2028

Language

English (Fluent) & Spanish (Limited Working Proficiency)