

# MAYA TALBERT

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## EDUCATION

**B.A. Women's, Gender & Sexuality Studies**  
**Sociology Minor**

University of Oregon | 2021

## SKILLS

**Microsoft Office** (Excel, Powerpoint, etc...)

**Project Management & Organization**

**Detail Oriented Self-Starter**

**Graphic Design** (Photoshop, Adobe Creative Cloud, Canva)

**Social Media Understanding**

**Copywriting**

**Team & Community Organizing**

## ORGANIZATIONS

**Abortion Access Resource Provider**

Advocates for Youth | 2022-Present  
[advocatesforyouth.org](http://advocatesforyouth.org)

**Community Organizer**

Planned Parenthood Generation Action | 2017-2021  
[plannedparenthoodaction.org](http://plannedparenthoodaction.org)

**Certified Peer Educator**

Culture of Respect: Ending Campus Sexual Violence | 2020-Present  
[cultureofrespect.org](http://cultureofrespect.org)

**Contributing Author**

Killer and a Sweet Thang | 2019  
[killerandasweethang.com](http://killerandasweethang.com)

## CERTIFICATIONS

**NASPA Certified Peer Educator**

**Motivational Interviewing**

**Case Management**

**Cultural Competency**

## WORK EXPERIENCE

### **Content and Branding Manager**

*Sekhmet Integrity Advisors | Remote | 2022 - Present*

This healthcare consulting agency is rebranding to showcase their cause - going after big insurance that refuses to pay patient claims. They are launching a proprietary business analytics solution for their clients and require an interactive digital presence to upgrade from their current word-of-mouth marketing strategy.

- Brainstormed with owner to rebrand with a provocative name to symbolize their work (formerly Kennedy Compliance Consulting) & develop mission and values statements to further frame their messaging.
- Currently designing the Sekhmet logo and all website content.

### **Digital Marketing Manager**

*Joel Talbert Upholstery | San Diego, CA | 2021 - Present*

This small business owned by a multigenerational master craftsman **doubled** its monthly revenue in **90 days** by launching a marketing campaign to connect with local industry stakeholders and future customers.

- Overhauled branding to establish a unique business identity.
- Created and published web, social media, photo and video content, templates and captions consistent with brand design and voice.
- Continue to provide ongoing consultation and creation for digital marketing outreach, including managing all social media platforms (Instagram, TikTok).

### **Case Manager & Family Support Partner**

*San Diego Youth Services | CARE Program | San Diego, CA | 2021 - 2022*

Upon relocating from Oregon to California after graduation, I accepted temporary, grant-funded employment at SDYS. My clients were youth survivors of human trafficking and their families.

- Provided direct emotional support, psycho-education, case management and advocacy services to families of youth at risk and youth survivors of commercial sexual exploitation and human trafficking.
- Designed and instructed digital education trainings for pregnant and parenting teens and adults of at-risk youth and increased overall treatment plan engagement and retention as a result of building trusting relationships with clients.
- Successfully advocated for government agencies to grant emergency assistance to all of my clients in need of housing, food and childcare.

### **Digital Campaign Intern**

*Prevention Initiatives - University of Oregon Office of the Dean of Students | Eugene, OR | 2020 - 2021*

- Conceptualized, organized and executed a digital research and awareness campaign highlighting the importance of consent, boundaries, sexual wellness and violence prevention on campus.
- Designed infographics, cultivated engaging captions, managed Instagram account and conducted online community outreach while leading a team of two other interns.

### **Community Organizer**

*University of Oregon Students for Choice - a Planned Parenthood Generation Action Group | 2017 - 2021*

- Designed posters and informational material advocating for reproductive choice.
- Organized community events such as tabling, fundraisers, workshops and local demonstrations.
- Strategized action against local and national threats to reproductive health access such as Crisis Pregnancy Centers, legislation and social stigma.