

# Emelia “Mia” Vierra

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## EDUCATION

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**Loyola Marymount University** | Los Angeles, CA May 2019  
*Graduated Cum Laude with a Bachelor of Arts in Communication Studies and a Minor in Business*

## PROFESSIONAL EXPERIENCE

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**Verkada** | San Francisco, CA

*Sales Recruiter* April 2022 – Present

- Full Cycle Sales Recruiting position for Mid-Market Account Executives with 1-6 years of experience
- Sourced hires from personal, and strategic outreaches via LinkedIn Recruiter and Talent OS
- Phone screened, qualified, and interviewed top performing sales representatives
- Collaborated with leadership in negotiating salaries, reference and back-channel checks
- Project planning and execution for recruiting events for a more intimate and collaborative candidate experience
- 1/6 HQ Recruiters to hit quota in Q3 2023, 3/16 company Mid-Market recruiters to hit quota in Q3 2023
- Q3 2023 133% attainment, Q2 2022 100% attainment, Q1 2023 100% attainment

*Recruiting Coordinator* August 2021 – April 2022

- Supported up to 5 teams and 15 recruiters at a time as a liaison for candidate experience in scheduling interviews, coordinating travel, and planning networking events

**Access Brand Communications** | San Francisco, CA

*Assistant Account Executive* October 2020 - August 2021

*Account Coordinator* September 2019 - October 2020

*Account Intern* June 2019 – August 2019

- Manage and support cross-functional teams across 4 client accounts in consumer and technology industries by performing always-on PR activity including media outreach, press releases and influencer partnership management
- Direct internal and client status calls to ensure optimal campaign performance
- Compose and deliver weekly reports for clients ensuring they are up-to-date and include relevant and important information
- Build client facing briefing books and recap decks for events, media briefings, and campaign launches
- Execute client social media calendar weekly, as well as social media campaigns surrounding client events, in which over 10,000 people attended worldwide

**Crimson Marketing and Public Relations** | Los Angeles, CA

*Marketing and Publicity Intern* September 2018 – December 2018

- Conducted research and outreach to media for coverage and attendance at client events
- Created 30+ graphics for social media posts for NBC's The Voice, LA Lakers and other clients
- Assisted in PR packaging coordination for client exposure
- Managed press and celebrities with other interns at the Make A Wish Gala Event

## SKILLS

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LinkedIn Recruiter, Lever, Greenhouse, TalentOS, Covey, Assemble  
Microsoft Office and Google Suite  
Cision, MuckRack, Meltwater, WordPress, Canva, MailChimp  
Billing Duties

## CAMPUS AND COMMUNITY INVOLVEMENT

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**Member of Pi Beta Phi, Fraternity for Women**

- Policy and Standard's Board Member
- Chair on Event Planning Committee
- Chair on the New Member Education Committee

**LMU Housing Office Employee**

**Volunteer at 186<sup>th</sup> St Elementary School  
Recruitment Counselor**