



**Carissa Valdez**

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**Social Media & Marketing Analyst**

**Biography –**

Carissa currently is the Social Media & Marketing Analyst at Edgewood Independent School District. Prior to EISD, Carissa worked in the Communications Department at South San ISD and gained industry experience in multiple marketing internships for organizations such as SeaWorld and the University of Texas at San Antonio. In her free time, Carissa provides pro-bono support to local entrepreneurs and serves on the American Marketing Association – San Antonio Chapter Board of Directors as the Associate Vice-President of Programming and Logistics. Carissa is a graduate of the University of Texas at San Antonio and is also a member of the San Antonio and Texas School of Public Relations Association.

**Mission Statement**

Edgewood ISD provides an exceptional learning experience that engages, empowers, and prepares students to compete and reach their highest potential in an ever-changing World.

**Vision**

For every child, success in life.  
Edgewood Proud!

**Goal 2 – Focus on Students, Families and Community**

- The Superintendent will increase communication and visibility between parents, students, teachers, and community regarding the educational process, school, events, and a comprehensive plan that addresses family/resource and social services.
- The Superintendent will provide the School Board with a comprehensive communications plan that supports the branding and marketing of the district.
- The Superintendent will provide the School Board with a comprehensive plan that addresses safety and security.

**WHAT IS IMPORTANT TO ME**



**SOCIAL MEDIA & MARKETING FOR THE DISTRICT**



**CONNECTING WITH COMMUNITY**



**SUPPORTING FACULTY & STAFF**



**HIGHLIGHTING STUDENT SUCCESS**

**Social Media & Marketing Analyst Roles and Responsibilities**

- Monitors the web and social media platforms and identifies innovative opportunities to engage our constituents and audience.
- Manages social media campaigns and day-to-day activities, to include: online advocacy, writing content, promotions, and awareness.
- Drives consistent and relevant traffic from our social network presence to the districts website.
- Represents the district at networking events, after-hour community engagements and other related opportunities in a professional and effective manner.
- Maintains contact with community and departments to communicate feedback and conversation surrounding the district.
- Establish and maintain effective working relationships with co-workers, community members, Elected/Appointed Officials, outside organizations and agencies, vendors and the general public.

