

GUILLERMO ESTRADA

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EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC

August 2023 – December 2026

Media & Journalism – Advertising & Public Relations

- Morehead-Cain Scholar – Full ride merit scholarship
- Order of the Golden Fleece – UNC's oldest and highest honor society

EXPERIENCE

Committee to Elect John Bell – NC House – Wayne County, NC

September 2026 – Present

Campaign Coordinator

- Coordinate daily campaign operations, voter outreach, event planning and logistics.
- Manage strategic communications, social media, digital advertising and campaign messaging.
- Produce campaign materials including graphics, photography, videos, mailers and website content.

The Ingraham Angle/The Five | Fox News Channel – New York, NY

February 2026 – July 2026

Production Intern

- Pitch daily segment ideas and produce research briefs that inform live political commentary for primetime programs.
- Edit and assemble SOTs and VOs using iNews and Dalet to meet rapid broadcast deadlines.
- Monitor breaking political news and live events to brief producers on emerging developments and story angles.

Kevin Johnson for County Commissioner – Wayne County, NC

November 2025 – March 2026

Campaign Manager

- Led and organized county-wide campaign in a highly contested GOP primary, winning by 10 percentage points.
- Fundraised \$50,000+ from grassroots individual donations (no PACs or special interest groups at request of candidate).
- Designed and curated all digital and print campaign materials reaching over 5,000 contacts.

UNC Public Affairs – Chapel Hill, NC

August 2025 – November 2025

State Affairs Intern

- Coordinated logistics for 3 high-security events featuring state and federal officials and ensuring stakeholder alignment.
- Curated and executed 2 strategic social campaigns for UNC research initiatives to policymakers and external audiences.
- Drafted internal and external newsletters communicating policy priorities to university leadership and legislators.

FOX News Media – New York, NY

June 2025 – July 2025

Brand Marketing Ad-Sales Intern

- Analyzed MRI and Nielsen data to generate audience insights that supported strategic advertising and sales initiatives.
- Developed materials for 3 national sales meetings, supporting internal communication and preparation.
- Researched prospective advertising clients and contributed to pitch strategies with cross-functional Ad Sales teams.

Office of Speaker of the House, Destin Hall – Raleigh, NC

January 2025 – May 2025

Communications Intern

- Managed “NC House Press” X account representing 71 legislators, amplifying caucus messaging and media visibility.
- Produced and scripted weekly “Member Minute” recap videos to highlight legislative priorities and constituents.
- Supported media relations by coordinating responses to 31 press inquiries and facilitating timely communications

NC Chamber – Raleigh, NC

August 2024 – December 2024

Special Projects Intern

- Coordinated 15 volunteers for NC State Fair activation, collecting 13,000+ stakeholder contacts for statewide advocacy.
- Organized and executed 3 media interviews promoting the “Our Ag Future” initiative.
- Designed and launched 5 marketing activations at conferences and farmers’ markets across North Carolina.

LEADERSHIP AND COMMUNITY INVOLVEMENT

Pi Kappa Phi, Kappa Chapter – Chapel Hill, NC

November 2023 – November 2025

Vice President, Philanthropy Chairman

- Spearheaded innovative initiatives to enhance brotherhood and promote safety within Pi Kappa Phi Fraternity.
- Led fundraising events and marketing for The Ability Experience, raising over \$24,000 for those with disabilities.

ADDITIONAL INFORMATION

- Technical Skills: iNews, Dalet, Muck Rack, Sprout, Premiere Pro, Canva Pro, Lightroom, fluent in Spanish