

PROFILE

Determined and results-driven communication and project management leader with over 6 years of experience developing and executing strategic communication projects in multicultural environments. I have learned to communicate and collaborate with individuals at all hierarchical levels, from entry-level employees to senior executives. I have a strong ability to create strong messaging strategies and effectively communicate with diverse audiences using methods such as; storytelling, targeted content creation, and consumer engagement. I have a growth mindset and am always open-minded to learning and growing. I have a deep understanding of communication sciences and people management trends. I thrive in fast-paced settings where I can utilize my creativity and people-centric mindset. I bring a positive attitude, strong organizational skills, and an eagerness to learn and grow. I am extremely passionate about people, culture, and leadership development. I am enthusiastic to contribute to global initiatives and a culture of collaboration and progress.

EXPERIENCE

Media & Communication Consultant (Freelance) • 2022 - Present

Latino Leaders Group LLC - LEADeres • Grand Rapids, Michigan, USA (Remote)

Reinforced the Latino Leadership Program in West Michigan by designing and implementing a targeted recruitment strategy that boosted new applicant numbers by 50%. Co-developed an alumni engagement plan that integrated alumni into events and curriculum development, creating stronger connections and enhancing program relevance. Managed alumni outreach, successfully updating contact records and building a sustainable network to support ongoing talent and leadership initiatives. Assisted in rewriting and updating the curriculum, namely the Public Speaking, Cultural Identity, Leadership, and Civic Engagement courses.

Communications Coordinator & Event Manager • 2017 - Present

Applause Catering + Events • Grand Rapids, Michigan, USA (Remote)

Progressed from server to Communication Coordinator, where I led event planning and execution for events ranging from 10 to over 500 attendees, managing teams and client relations in a fast-paced environment. Developed strong leadership, customer service, and conflict resolution skills while excelling with quick problem-solving. Contributed to shaping company culture and supported HR initiatives, including conflict resolution, workshops, and employee relations. Oversaw digital communications, including social media, website management, and public relations. I wrote content for award applications, press releases, and speeches to enhance brand visibility and engagement within the community.

Communication Facilitator & Tutor • 2021 - 2022

Aquinas College • Grand Rapids, Michigan, USA - 2022

Provided communication support to students, guiding them in writing, narrative development, presentation design, communication theory, coursework, and delivery techniques. Led workshops and one-on-one coaching sessions to enhance public speaking and communication skills. Taught principles of communication science through interactive lessons, bridging theory, and real-world application. Collaborated with faculty to integrate communication theory into coursework, enhancing practical learning experiences. Demonstrated strong interpersonal and coaching skills to support individual growth and confidence in communication.

Culture & Marketing Intern • 2020 - 2021

RC Caylan Atelier • Grand Rapids, Michigan, USA

Assisted in organizing and coordinating fashion events and product launches, managing schedules, and communicating with vendors. Supported team collaboration by helping plan internal workshops and team-building activities. Contributed to creating inclusive brand messaging and communications, ensuring diverse perspectives were reflected in marketing materials. Assisted with preparing presentations and press materials to enhance the atelier's public image. Created graphic designs for social media and worked at the front desk of the store.

Administrative Assistant Intern • 2019 Summer

Westwind Construction • Grand Haven, Michigan, USA

Assisted the company's digital presence by updating the website and creating visually engaging graphics for advertisements. Supported a key operational transition to a paperless system by digitizing invoices within a specialized data management platform. Provided executive support by coordinating schedules and organizing both internal and external events. Contributed to communication strategies by developing deliverables, including emails and presentations, to enhance internal alignment and external engagement. Assisted the Director of Operations in creating and implementing workshops for internal engagement, and assessed results to better tailor the workshops for the future.

EDUCATION

Master in Media Studies - Media & Business

2023 - 2024 Erasmus University Rotterdam, Rotterdam, NL

Thesis: D&Ivertising: Gen Z and Brand Loyalty

Relevant Courses: Leadership Communication - Strategies & Trends, Culture New Media & International Business, Engaging Consumers: Strategic Practices, and Business Ethics.

Bachelor in Communication, minor in Marketing

2019 - 2022 Aquinas College, Grand Rapids, Michigan, USA

Thesis: Conflict in Intercultural Romantic Relationships

Relevant Courses: Intercultural Communication, Interpersonal Communication, International Business, and Advanced Communication Theory.

Boards: Latinx Student Association, Multicultural Club, and Advocating for Women's Health & Safety Club.

SKILLS

Communication Strategy ~ DE&I ~ Data Analytics (SPSS, Google) ~ Project Management ~ Leadership ~ Digital Native ~ Problem-solving ~ Interpersonal Communication ~ Social Media ~ Microsoft Office ~ Development Programs ~ Google Suite ~ Presenting ~ Stakeholder Engagement ~ Program Delivery ~ HR ~ International Collaboration ~ Change Management ~

LANGUAGES

English (Native Speaker) | Spanish (Fluent, Bilingual) | Italian (Intermediate) | Dutch (Basic (currently learning))

CERTIFICATIONS

eMarketing Institute: **Online Marketing Fundamentals** (ID CERT001531350-EMI) | **Content Marketing** (ID CERT001532704-EMI) |

Blogging (ID CERT001531279-EMI) | **Social Media Marketing** (ID CERT001531329-EMI) |