

# GENESIS MARTINEZ

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## EDUCATION

**Hunter College**, Manhattan, NY

**Expected January 2025**

*Bachelor of Arts, Media Studies, Business Studies Certificate Major with Minor in Sociology with coursework and focus areas related to Marketing,*

GPA: 3.3 – Dean's List (Seven Semesters)

Relevant Coursework: Represent of Race in US Media, History of Broadcasting Radio, Understanding New Media, News Literacy in the Digital Age, Media and Film in a Digital Age Pt.2, Survey of Accounting, Introduction to Entrepreneurship, Sociological Theory

## PROFESSIONAL EXPERIENCE & LEADERSHIP

**Children's Arts & Science Workshop (CASW)**, Bronx, NY

**January 2023 – Present**

*Program Coordinator/ Data Intake*

- Oversee data intake and management for thousands of participants citywide using YEPS (Youth Employment Program System), a NYC-wide database that tracks records for 6,000–8,000+ youth annually across all boroughs. Accurately process, verify, and maintain data for hundreds of CASW enrollees, ensuring real-time updates on participant status, eligibility, and progress.
- Mentor over 150+ youth annually to explore career paths, develop a strong work ethic, and acquire essential professional skills through immersive, cross-industry programming. Facilitate hands-on workshops that help students discover and pursue their career aspirations while fostering lifelong career readiness.

*Ladders for Leaders (LFL) Program Coordinator*

**August 2024 – Present**

- Lead recruitment and manage the application process for over 200+ students, facilitating internship placements within the NYC Ladders for Leaders program. Oversee a comprehensive application and pre-employment training process that prepares students with essential job-readiness skills, resulting in a 90%+ match rate for competitive internships.
- Maintain and analyze detailed applicant and enrollee records in both YEPS and Google Sheets, tracking essential data points including demographics, enrollment status, and internship placements. This approach supports informed decision-making, enabling efficient management and streamlined matching processes for students across all stages.

*SYEP (Summer Youth Employment Program), WLG (Work, Learn and Grow) Program Coordinator*

**January 2023 – August 2024**

- Manage the intake, enrollment, and ongoing support for over 100 students per program cycle in the SYEP and WLG initiatives. Handle a variety of documentation, including eligibility verification and compliance checks, to ensure a seamless onboarding process and adherence to DYCD standards.
- Facilitate clear communication with students and their families by drafting and sending over 200+ emails per enrollment cycle. These communications include program updates, event details, and payment reminders, enhancing participant engagement and promoting transparency within the program.

**Association of Latino Professionals of America (ALPFA Hunter)**, New York, NY

**October 2024 – January 2025**

*Co-Founder/ Director of Marketing & Social Media*

- Spearheaded the launch and growth of ALPFA Hunter's digital presence, creating and executing impactful marketing initiatives across Instagram, TikTok, and LinkedIn. Established a strong brand identity that increased student engagement and accelerated organizational growth within the Hunter College community.
- Developed and implemented targeted social media strategies and email marketing campaigns in collaboration with the executive board. These initiatives effectively supported recruitment efforts, enhanced ALPFA Hunter's visibility on campus, and attracted a broader audience to events, workshops, and networking opportunities.

## ADDITIONAL ACTIVITIES

**ALPFA**, *Annual Convention Volunteer-Marketing*, New York, NY

**Present**

**ALPFA NERTS**, *Marketing and Social Media Committee member*, New York, NY

**Present**

**The Knowledge House (TKH)**, *Web Development Fellow 25'*

**Present**

**Making Strides of Central Park**, *Breast Cancer Walk Activist*, Manhattan, NY

**October 2018 – Present**

**The City Tutor**, *Mentee*, New York

**September 2024 – Present**

## SKILLS

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**Computer:** Intermediate in Google Workspace (Docs, Forms, Sheets & Slides), YEPS (Youth Employment Program System) Database, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, HTML and CSS, Canva

**Languages:** Fluent in Spanish (reading and writing), Conversational in Spanish

**Certifications:** EKG Technician – *Code One Inc.*, Market Research Externship – *Happy Squeeze*, Integrated Marketing Planning and Execution, From Insights to Great Messaging, The Art and Science of Brand Building, Inspiring Great Creative, Agency Management, Social Media Marketing, Mobile Marketing, Search Engine Marketing, Fundamental Email Marketing, Marketing Measurement and Analytics, Certificated ANA Marketing Student– *Association of National Advertisers (ANA)*