

### Professional Summary

Student leader with a focus on communication and helping individuals become their better selves. My strengths include advanced problem-solving skills, professional speaking ability, and writing in both journalistic and public relations formats. I thrive in team environments, and taking initiative to successfully complete projects.

### Education

#### Bachelor of Science, Journalism and Public Relations

Sample College

Won Chalk the Walk Social Justice Award for bringing awareness to human trafficking

### Public Relations and Communications Professional Experience

#### Marketing Team Leader

##### Sample College, Student Cooperative Association

- Designed and implemented marketing strategies and tactics to reach a student population of 14,000.
- Collaborated with the director to establish team leadership roles to manage 33 events per semester.
- Managed team of 12 marketing assistants at events across campus.
- Developed a plan to increase awareness among students of activities offered through the association
- Formulated messages for social media accounts including Facebook, Twitter, and Instagram.

#### Promotions Committee Chair

##### Society of Professional Journalists

- Promoted organization to undergraduate students for professional growth.
- Selected by the dean to engage with high school students to promote the Journalism department.
- Co-organized Career Day, a textbook drive, and a performance-based fundraising event.
- Created flyers using Microsoft Word to promote events.

#### Customer Service Specialist

##### Michaels Arts and Crafts

- Motivated team members to learn skills and perform tasks.
- Taught lessons for up to 10 learners, ranging from young participants to seniors.
- Spearheaded the Home Base program that improved customer experience.

#### Hostess and Waitress

##### Various Restaurants

### Public Relations and Communication Academic Projects

**Public Relations Campaigning:** Created an institutional ad for promoting equality on campus that will be presented to the university leadership. Developed a soft sell campaign for the Student Cooperative Association.

**Newswriting:** Investigated culture on campus through interviews and secondary research, resulting in a news story.

### Community Leadership

Student workshop leader; participated in mission trips to Appalachia, Texas, and Jamaica; homeless volunteer; 30 Hour Famine participant for 3 years to raise funds for low income children; Hosanna Industries volunteer providing home assistance to low income families.

### Languages

English: Native

Spanish: Conversational. Provided in-class assistance to underperforming students