

# Beatriz Luna

## Marketing and Communications Co-op

My work takes you on a journey,  
one click at a time.

### Cybersecurity Awareness: Data Privacy Week and Preparedness Day

#### Context

The Office of Information Security within ITS participates in events to spread awareness of cybersecurity and safe online practices to the Northeastern community. I assisted preparing for and running Data Privacy Week, an international effort to empower people with knowledge of respecting online privacy, and Preparedness Day, a Northeastern event that teaches all faculty, staff, and students how to prepare for emergencies and urgent situations.

#### My role

- Showcase ITS contributions: Demonstrate the security measures ITS takes to protect faculty, students, and staff.
- Engage participants: Provide an interactive experience that reinforces cybersecurity awareness.
- Leverage data & wins: Communicate success metrics on phishing prevention and email security improvements.
- Redesign informational postcards and flyers for a fresh, updated look.

#### Impact

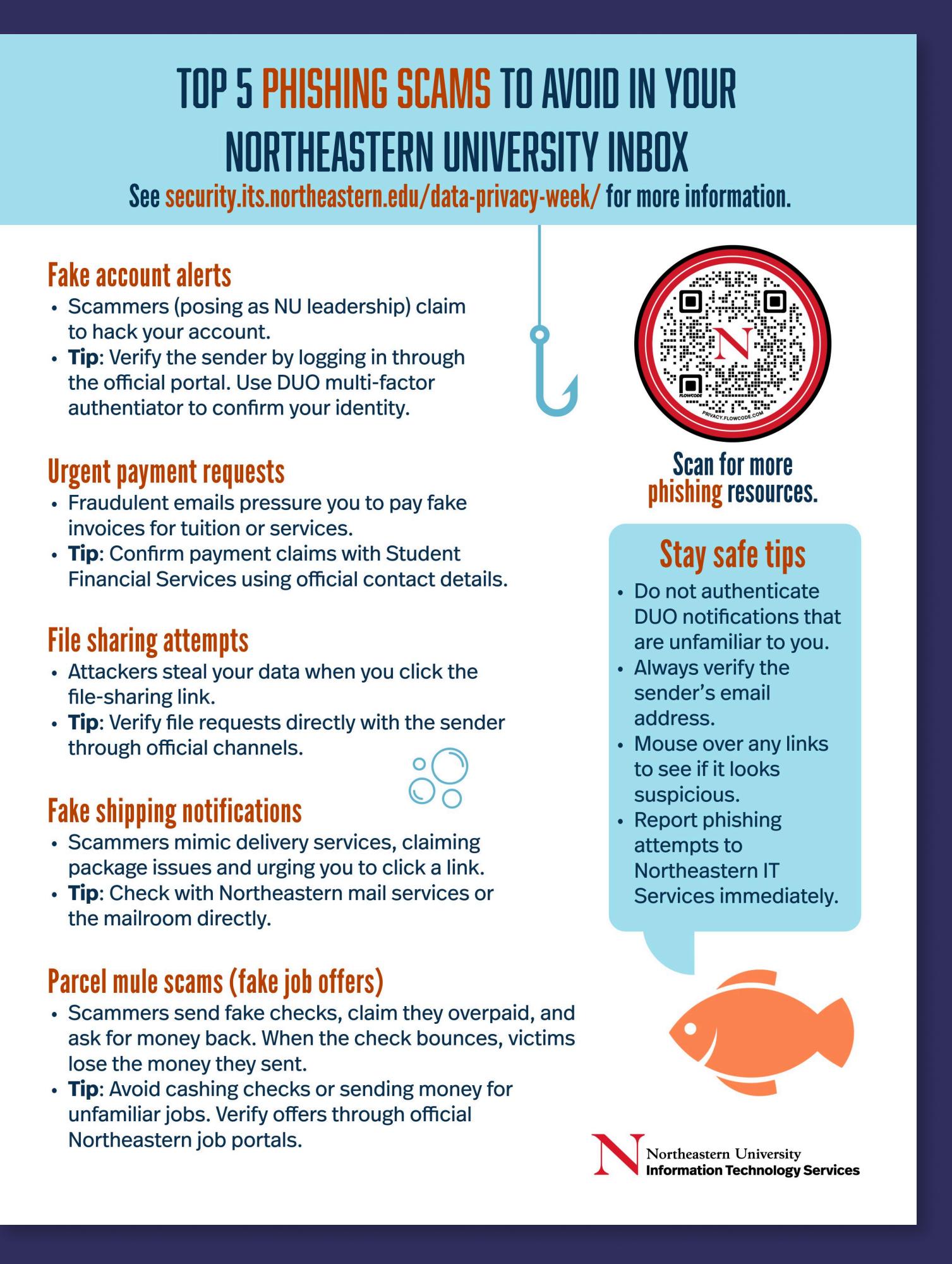
The Jeopardy game achieved a 72.5% engagement rate, teaching faculty, staff, and students on best practices to stay safe online. Additionally, other events during Data Privacy week helped spread awareness for cybersecurity and the importance of data privacy and security in the modern day.

### JEOPARDY!

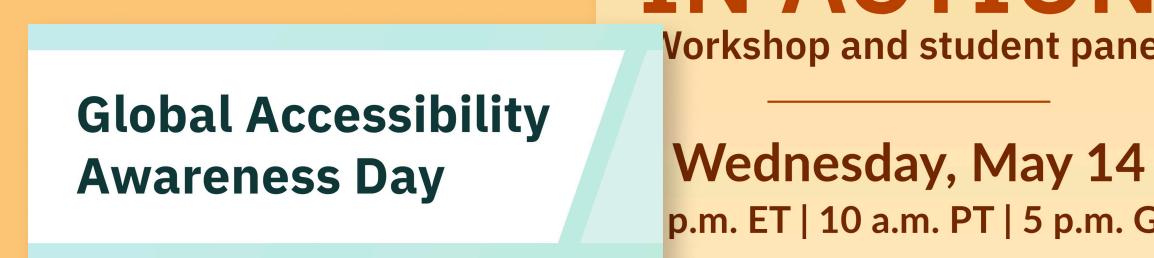
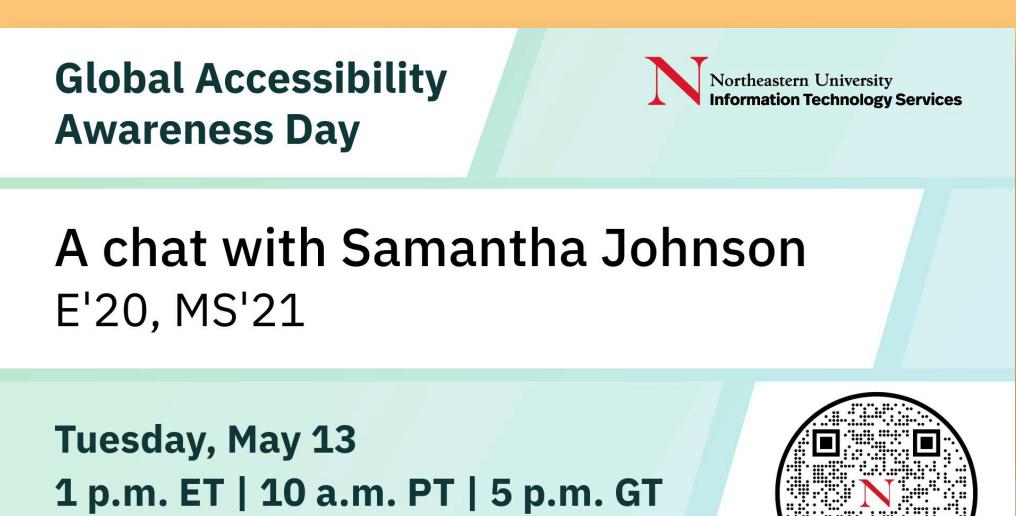
Office of Information Security

#### ARD FINAL JEOPARDY

Incident Response & Reporting	Passwords & Authentication	Cyber Threats & Trends
\$100	\$100	\$100
\$200	\$200	\$200
\$300	\$300	\$300
\$400	\$400	\$400
\$500	\$500	\$500



### Global Accessibility Awareness Day 2025



#### Context

The GAAD Foundation runs Global Accessibility Awareness Day, a campaign whose mission is to "disrupt the culture of technology and digital product development to include accessibility as a core requirement." To support this mission, Northeastern ITS hosted three events in celebration of 2025's Global Accessibility Awareness Day to promote awareness of accessibility in people's day-to-day lives.

#### My role

- Create digital signage to promote events and garner interactions.
- Monitor events virtually and participate in question-answer discussion.

#### Impact

People gained awareness of accessibility and learned about what they can do to make their work more accessible.

### My role and responsibilities

Assisting the ITS Communications team with projects and tasks through...

- Web Design: I contributed to posting new blogs and updating existing ones to ensure relevant and current information, while also redesigning existing websites to improve user experience and functionality.
- Graphic Design: I created flyers, postcards, digital signage displayed across Northeastern's Boston and global campuses.
- Writing: Drafting and editing blog posts, Teams announcements, social media posts for diverse audiences.

### Skills I developed

- WordPress website development and content management.
- Adobe Express and the Adobe Creative Cloud suite.
- Experience with accessibility advocacy and inclusive design principles.
- Technical writing for diverse audiences harmonizing my writing voice with style guides.
- Project management and cross-functional collaboration within ITS.

### Reimagining Project: Microsoft 365 and Teams Sites

A screenshot of the Microsoft 365 and Teams Sites website, showing sections for Microsoft 365 at Northeastern, Inside Microsoft 365, Digital Hub for Team Collaboration, Teaching and Learning with Teams, Host Meetings, Webinars, and Classes, Training and Support, and Popular M365 Apps at Northeastern.

#### Context

The Reimagining Project was a years-old journey of revamping and redesigning ITS hosted websites to provide more relevant information and a more comfortable experience. I assisted with the final stages of this project, working on the last two websites that needed updating: Northeastern's Microsoft Teams and Microsoft 365 sites.

#### My role

- Help draft and edit copy for M365 and Teams sites.
- Build sites with WordPress, editing it based on feedback.
- Ensure compliance with brand guidelines.

#### Impact

We created new and updated websites with useful information for any Northeastern member just starting out with their Microsoft toolkit.