

# Paul Alexander Atienza

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## EDUCATION

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### The College of William and Mary

Williamsburg, VA

*Bachelor of Business Administration*

May 2015

- **1<sup>st</sup> Major:** Business Administration - Marketing | **2<sup>nd</sup> Major:** Asian American Studies
- **GPA:** 3.55 / 4.00 (*Cum Laude*)

## WORK EXPERIENCE

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### GYMR Public Relations (Getting Your Message Right)

Washington, D.C.

*Intern*

June 2015 – Present

- Monitored national and local media coverage and wrote press clips for the Peterson Center on Healthcare.
- Created coverage reports for clients to show the spread and impact of their work through tracking in Google search and Factiva.
- Prepared targeted stakeholder and media lists by utilizing a combination of Cisionpoint and web searching that were used for pitching stories for medical organizations or to those in the healthcare industry.
- Pitched calls to media reporters utilizing created media lists for a number of healthcare related stories on behalf of medical and healthcare organizations.
- Learned how all the day-to-day activities of the firm contributed to executing communication strategies to allow clients to produce outstanding results and bring about positive change.

### The College of William and Mary

Williamsburg, VA

*Teacher's Assistant (TA) for AMES 290: Filipino Diaspora Studies*

July 2014 – May 2015

- Conducted research on topics throughout Philippine history and the diaspora of the Filipino.
- Updated and maintained Facebook and Tumblr sites to share reflections from discussions and readings.
- Prepared and provided lecture materials and led in-class group discussions weekly.
- Consulted to students on call to provide them clarification and better understanding on assignments.

## LEADERSHIP EXPERIENCE

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### Asian American Student Initiative (AASI)

Williamsburg, VA

*Co-Founder*

February 2014 – May 2015

- Devised and executed marketing campaign entitled: Faces of Asian Americans at William and Mary
  - Leveraged Facebook to showcase 30 different Asian Americans throughout the month of April to welcome and celebrate APAHM (Asian Pacific American Heritage Month) in May.
  - Resulted in over 850 page likes on the Facebook page, up to 5000 in reach per post, and averaged 90 likes per post with a maximum 200 likes on a single post.

### Filipino American Student Association (FASA)

Williamsburg, VA

*Co-Founder*

April 2014 – May 2015

- Headed a 15-person executive board team.
- Developed and executed a marketing strategy campaign called FASA Fun Week in order to promote the organization and to increase recruitment numbers, resulting in a membership increase of 62.5%.
- Spread awareness of the Typhoon Haiyan Relief in the Philippines, raising over \$1000 for the effort.
- Managed a 20-person team to organize the organization's annual culture show highlighting Filipino culture, raising over \$2000 in ticket sales, donations, and merchandise sales with over 150 attendees.

## SKILLS

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Technical Skills: Microsoft Office Suite, Adobe Photoshop and Premiere Pro, Google Drive, Factiva, CisionPoint