

IST 263 Project Milestone 2 – Copy Document

Note: In the “actual page text” section, I am expecting you to write every bit of text that will appear on the page. If you write an outline or samples, you should expect to receive a 0/10 on this assignment.

Name: Ciane Lopez

Description (From Milestone 1):

My proposal for my final website is to make it a personal e-portfolio. As someone who works in the communications field, having an e-portfolio is extremely beneficial to show to employers. On my personal website, I would be able to showcase some of my social media designs, campaigns I’ve created, and research I’ve done outside and within my work and club experiences. It would be a fun project, but also something I could demonstrate to employers.

Home Page

Short Description

On my home page, I will include a short, casual introduction that lets viewers get to know me. Afterwards, I would include a copy of my resume, my headshot, and an overview description explaining my e-portfolio, the work field I would like to enter, and why.

Actual Page Text

Hi, I’m Ciane Lopez!

I am a current Junior at Syracuse University, majoring in Public Relations with two minors in Policy Studies and Information Management Technology.

For those of you who are looking to get to know me, I am a first-generation, Dominican-American student who grew up outside of Philadelphia. I graduated from Glassboro High School in 2023 and committed to Syracuse to attend the fabulous S.I. Newhouse School of Public Communications. I knew I wanted to join the communications field because something I valued the most growing up was forming authentic connections. By learning to share messages that can highlight someone’s story and effectively communicating it to help someone reach their goal is truly inspiring and something I love about this market. Post-graduation, I would love to work for an agency or in the non-profit sector.

Some other fun facts about myself are that in my free time I love to run, work out at the gym, crochet, and read. I am also a big sports fan and support all Philadelphia teams. Go Birds!

To learn more about my professional experiences, please refer to my resume below:

If you would like to connect with me, please use the following contact information of mine below:

Personal Email: ciane0421@gmail.com

Work Email: clopez26@syr.edu

Phone Number: (609)-727-5446

Page 2

Title: Social Media Designs

Short Description

On my second page, I will include examples of social media work I designed on different applications like Canva and Adobe Suite for my club organizations and internship. First, there will be an overview I will write with my level of proficiency in each design application and social media platform, my background in using them, and how I plan on advancing my understanding. Then there will be the physical images and examples of my work, and under each, there will be a short description.

Actual Page Text

SOCIAL MEDIA DESIGNS

Throughout the duration of my personal and professional experiences, I have been able to utilize social media as a tool to gauge audiences and share messages effectively. The platforms I have used most frequently and have run social media accounts in are Instagram, TikTok, Facebook (Meta), X (Twitter), YouTube, LinkedIn, Threads, and more. I have experience designing reels, horizontal videos, static posts, and carousels. The applications I use the most to design content can vary between Canva and Adobe Suite (InDesign, Photoshop, Premiere Pro, etc.). I have had to use social media creation in my classwork, my internships, and my student organizations. Some of my work examples are below:

POPPI x ALO Campaign

This campaign was designed by me in the spring of 2025. No one can deny the ever-growing evolution of social media's influence on companies, especially those catering to a younger demographic. My inspiration to create this project for Poppi and Alo Yoga is that they are two brands that single out the female, young adult demographic as they are typical consumers for health and wellness products. I tried to make this collaboration fun, light, and relatable for a cause. I mainly utilized Photoshop for this project.

Alpha Xi Delta National Founder's Day Post

From November of 2024 until August of 2025, I helped run the social media accounts for my sorority's eta chapter, Alpha Xi Delta, as the External Marketing Director. In this role, I had to design lots of content on Canva. Here is just one example of my work.

Instituto International of Madrid Campaign Posts

Above here is a bilingual social media post I designed for the International Institute of Madrid. In the fall of 2025, I did a study abroad semester in Madrid, where I also participated in a research/campaign project for the International Institute that required me to create social media posts they could use to get Spanish students to sign up for English classes. These posts were developed using Canva.

These examples above are just a few of the ways I have created social media content. If you are interested in seeing more of my work or the possibility of me creating work for you, use the contact information located on my **home** page.

Page 3

Title: Writing and Research Samples

Short Description

On the third page, I will include a description of my interests in the kinds of public relations I have experience with or have done research and writing for across my professional background. Following that, I will include physical examples of my classwork and projects that highlight my writing skills and research skills that I can apply to the workforce.

Actual Page Text

The public relations industry relies on critical thinking and strategic writing. In my professional and educational experiences, I have developed press releases, written CSR statements, and news articles. I have utilized Microsoft Suite applications and Google Suite for my writing experiences. An accomplishment of mine that I have gained from my writing samples is learning to master tone and voice for each individual brand. Below are a few of my samples:

Media Briefing Sample

This sample is representative of what a PR professional working in-house as the Director of Communications or in the communications office would present to an executive at the company before an interview or press event. For a class I took, focusing on writing for Public Relations, I chose to focus my samples on the company of Chipotle. A media briefing contains all the necessary details and talking points that this executive may need to know before speaking with a journalist. My example is tailored for Chipotle's CEO going into an interview with a journalist at the Tampa Bay Times.

To see the whole document, click on this **file**.

Media Pitching Sample

Media Pitching is an important part of a PR professional's role, as the media is something we must work in conjunction with. For a class I took, focusing on writing for Public Relations, I chose to focus my samples on the company of Chipotle. My sample above of a media pitch to a journalist is centered on a fake scenario where Chipotle will be participating in a promotional volunteering event.

To see the whole document, click on this **file**.

Internal Executive Messaging Sample

This sample represents an example of what an HR professional would create for a CEO or executive in a company to reach out to the rest of the organization. For a class I took, focusing on writing for Public Relations, I chose to focus my samples on the company of Chipotle. Many times, HR is behind the scenes, writing these internal messages. My example is from the perspective of Chipotle's CEO reaching out to all Chipotle staff to go vote in the 2024 election.

To see the whole document, click on this **file**.

News Story for the Daily Orange

This sample here is from the Spring of 2024. The Daily Orange is a student-run publication at Syracuse University. In this article, I covered a DEI Symposium held by the Office of Diversity and Inclusion before the recent legal rulings.

To follow the rest of the story, follow this link: <https://dailyorange.com/2023/10/inaugural-office-of-diversity-and-inclusion-symposium-ushers-inclusivity-forward-syracuse-university/>

These examples above are just a few of the ways I have showcased my writing capabilities. If you are interested in seeing more of my work or the possibility of me creating work for you, use the contact information located on my **home** page.
