

# JENNIFER GONZALEZ

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## EDUCATION

University of Illinois at Urbana-Champaign  
*Bachelor of Science, Advertising + Computer Science*

Expected Graduation: May 2026  
GPA: 3.7

Relevant Completed Coursework: Content Creation, Personal Branding, Consumer Insights, Business Administration, Advertising Research Methods, Advertising & Brand Strategy, Multicultural Advertising

## EXPERIENCE

Current - *Web Developer Intern*

June 2024 – July 2024

- Strategically designed a **high-fidelity wireframe** microsite for Chicago Water Week, ensuring brand consistency, optimizing layout and content, and conducting brand research to align messaging with target audiences
- Conducted **layout, UX, and content planning** with a focus on **digital storytelling** for community engagement

Discovery Partners Institute – *Technology Intern*

June 2024 – July 2024

- Conducted a research project** involving **data analysis** of Wastewater Viral Activity data using Google Colab and Python Pandas, comparing ARIMA and Prophet algorithms for time series forecasting, and demonstrated that ARIMA outperformed prophet in forecasting accuracy by 15% on average across five Midwest states

Nexamp - *Deployment Field Fellow*

May 2024 – July 2024

- Rotated through operations, project management, and business development through a structured fellowship, developing industry certifications and hands-on skills while **learning corporate workflows and strategy**, culminating in a capstone presentation to company leadership

## LEADERSHIP

American Advertising Federation

Sep 2024 – Present

*AdTech Member of UIUC Chapter (2024-Present)*

- Contributed to the AdTech team's initial strategy for a **social media campaign** for an assigned company, aimed at CPG executives and participated in discussions for a brand messaging revamp to emphasize partnership and trust in the B2B market

Society of Hispanic Professional Engineers

Sep 2022 – Present

*Publicity Team Board Member of UIUC Chapter (2024-Present)*

- Drove **social media content creation** with **Canva** on Instagram and collaborating with SHPE Publicity Team, increasing event visibility and strengthening member engagement

*Activities and Public Relations Director of Wright College Chapter (2022-2024)*

- Coordinated with SHPE board members and Student Government Association to **create social and skill-based events** to promote STEM advancement in the Hispanic student body within the organization of 50+ members
- Managed chapter's social media account, increasing following count by 100+ users**, while creating posts with **Canva** with photos of our events and posts to advertise about upcoming gatherings

## PROJECT HIGHLIGHTS

Project: GroceryGauge – Real-Time Grocery Price Tracker– *Frontend Web Developer*

Jan 2025 – May 2025

- Developed responsive **React components** and user interface for browsing products, estimating grocery costs, and managing price alerts
- Connected frontend to REST APIs for real-time pricing, with a focus on clarity, usability, and interaction
- Developed search and filtering features to improve user experience and campaign effectiveness
- Debugged fetch logic and implemented testing coverage using React Testing library

## SKILLS

- Technologies: **Canva, Figma, Microsoft Office Suite**, Visual Studio, Git, Github
- Programming & Web: Python, C++, HTML/CSS, Javascript, React, JSX

## Volunteering

Discovery Partner's Institute - *Mentor*

Sep 2023 – Mar 2024

- Assisted the Discover Computing Program as a mentor for high school students who explored web development using HTML/CSS, machine learning using Python, data analysis and Java