

# Rosalinda González

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## EDUCATION

Rhode Island School of Design, Providence, RI  
M.F.A., Digital Media  
2007 – 2009

University of Houston, Houston, TX  
B.B.A., Entrepreneurship & Spanish  
1999 – 2003

## SKILLS

### TECHNOLOGY

Producing video and live streaming  
Documenting - audio / photography  
Adobe Creative Suite  
Expertise in both Mac OS X and PC

### COMMUNICATIONS

Social Media – Facebook, Vimeo  
Twitter, Instagram, and LinkedIn  
Content Management Systems –  
Wordpress, Squarespace  
Teleconferencing

### BUSINESS

Email Marketing, Outlook  
Database management  
Microsoft Office + Google Suite  
Google Analytics, SEO  
Event planning, public speaking

## SELECT COMMUNICATIONS EXPERIENCE

- 2019 RYAN LEE GALLERY, NEW YORK, NY  
MARKETING AND COMMUNICATION PROJECT SPECIALIST
- Curate, manage, and monitor content on the website and across social channels.
  - Produce creative story-telling, optimize, and update branding on all social media platforms.
  - Manage email campaigns and contact updates resulting in doubling the email open rate.
  - Advise and research for sister gallery website rebranding project using Google Analytics.
  - Review website and social media metrics to draw insight on new opportunities for growth and sales.
  - Develop online marketing/SEO strategies and demonstrate leadership in working with consultants, social media assistants, photographers, and designers.
  - Identify and build relationships with parallel markets, influencers, journalists, and experts in the field that could help elevate the brand recognition and increase the engagement pipeline.
- 2016-2019 PAUL A. CASTRUCCI ARCHITECT (PASSIVE HOUSE /GREEN DESIGN FIRM), NEW YORK, NY  
PR AND MARKETING MANAGER
- Draft and send press releases and mass emails about open houses and educational events to clients, journalists, print and broadcast media outlets.
  - Elevate the online profile of the firm and develop strategic communications using publicity, website development, SEO, cultivating warmer media relationships, and social media programming.
  - Strengthen public relations with city agencies, state agencies, community groups, range of audiences, developers both nonprofit and for-profit and real-estate investors.
- 2013-2016 WHITEBOX (501 c 3 nonprofit ), NEW YORK, NY  
PRESS OFFICER / ASSISTANT TO THE DIRECTOR
- Create strategic communications and implement press campaigns for fundraising, exhibitions, and new audience development.
  - Produce, organize, and promote special events and performances.
  - Excellent oral and written communication and presentation skills, including developing press releases and institutional statements.
  - Demonstrate energy, organizational skills, and ability to manage and assign multiple tasks simultaneously.
  - Develop constructive and positive relationships with critical journalists, influential bloggers, industry professionals, and other leading opinion-makers.
  - Ability to interact professionally and collaboratively with colleagues, senior staff, and outside contractors.
  - Work with bookkeepers, accountants, directors, and governmental agencies to ensure fundraising records are accurate and up to date.

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## 2010 - 2011 VIDEOFASHION NEWS, NEW YORK, NY MARKETING ASSISTANT

- Represent Videofashion and aid producers with field production during New York Fashion, weeks creating a more efficient workflow for producers and greater public relations impact.
- Assist producers to develop fashion and lifestyle programming.
- Assist producers with blog content and copy-writing.
- Design promotional materials, DVDs, and ads for the marketing department.

## 2009-2012 STUDIO MERCURY, NEW YORK, NY DIGITAL MEDIA & MARKETING CONSULTANT

- Write content to promote client's website projects, iPad apps, and design awards.
- Conduct marketing research to help develop Studio Mercury's client list and digital media projects.
- Provide administrative and technical support for Studio Mercury's multimedia projects.
- Assist with digital photography and field production.
- Copy write press, blog, and promotional materials.