

## **Lizeth Guadalupe Anaya-Ojeda**

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### **EDUCATION**

#### **Carnegie Mellon University | School of Computer Science**

**Pittsburgh, PA**

*Master of Human-Computer Interaction*

*August 2025*

CMU Rales Fellow

#### **New Mexico Institute of Mining and Technology**

**Socorro, NM**

*Bachelor of Science - Technical Communication*

*May 2022*

GPA: 3.7/4.0, High Academic Honors

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### **PROFESSIONAL EXPERIENCE**

#### **Dataminr**

**New York, NY**

*Associate Digital Content Strategist*

*June 2022 - January 2023*

- Led a comprehensive SEO audit, increasing organic web traffic by 15% through strategic content optimization and data-driven improvements.
- Spearheaded weekly analytics reviews, leading to a 10% improvement in website engagement by refining growth strategies based on performance insights.
- Conducted a tech stack review, securing a Digital Asset Management (DAM) solution projected to streamline content workflows by 20% and improve asset retrieval times by 30%.

*Marketing Communications Intern*

*June 2021 - April 2022*

- Launched a company-wide social media program, managing 20+ campaigns that resulted in a 40% increase in follower growth.
- Collaborated with leadership to develop 5 digital marketing strategies, aligning with brand goals to drive a 12% increase in lead generation.
- Provided qualitative research and analytical support, optimizing campaign performance by 18% through targeted adjustments based on key engagement metrics.

#### **New Mexico Institute of Mining and Technology**

**Socorro, NM**

*Student Worker for the Office of Cybersecurity*

*February 2021 - May 2021*

- Led student outreach to address cybersecurity concerns, creating and distributing materials to promote cybersecurity awareness across campus.

*Student Assistant to the Registrar*

*June 2019 - May 2021*

- Assisted the registrar in creating resources specifically designed to support undocumented students, while providing general administrative support to the office staff.

*Student Ambassador of Alumni Relations*

*November 2018 - May 2020*

- Led outreach initiatives to alumni and managed backend data tasks, including data cleaning, storage, and maintenance to ensure accurate alumni records.

**Flow Science Inc.****Santa Fe, NM***Marketing Intern**June 2018 - August 2018*

- Managed the backend of the company website using WordPress, ensuring consistency across metadata and digital content, which improved user experience and streamlined communication.
  - Translated engineering brochures from English to Spanish, enhancing accessibility and engagement for Latin-American customers, and improving overall brand perception in international markets.
  - Collaborated with cross-functional teams on C++ and GUI translation projects, delivering final presentations to engineering stakeholders to recommend improvements for user experience.
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**CIVIC ENGAGEMENT****New Mexico Institute of Mining and Technology***Grant Proposal Writer, On-Campus Food Pantry**December 2022*

Authored and successfully secured a \$20,000 grant to establish an on-campus food pantry, addressing food insecurity and providing essential support to students in need.

**Society for Technical Communication***Member - 2020-2022**Treasurer - 2021-2022***The Association of Latino Professionals for America (ALPFA) - CMU***Member - 2024*

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**SCHOLARSHIPS AND HONORS**

CMU Rales Fellow (2024-2025)

NMIMT Copper Scholarship (2018-2022)

LANL Foundation Bronze Scholarship (2018-2022)

Technical Communication Minority Scholarship (2021-2022)

NM Legislative Lottery Scholarship (2018-2022)

NMIMT Tech Scholar (2020-2022)