

Lourdes M. Dorvilus

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Summary

Highly skilled and results-oriented professional with ten years of experience as a school counselor, possessing transferable skills in marketing and communications and software development. Committed to utilizing my expertise in managing social media accounts, designing marketing campaigns, and web developer communication to promote an organization's mission.

Education

Masters of Science in Mental Health Counseling
Nova Southeastern University, Fort. Lauderdale, FL
2017

Bachelor of Arts in Psychology
University of Florida, Gainesville, FL
2013

Experience

School Counselor, Miami-Dade County Public Schools, Miami, FL 2013-Present

- Provided individual and group counseling services to students, addressing their academic, career, and personal/social needs.
- Developed and implemented comprehensive counseling programs, including college and career readiness initiatives.
- Collaborated with teachers, parents, and administrators to support student success and well-being.
- Designed and delivered presentations to students and parents on various topics related to mental health and academic achievement.
- Utilized active listening and interpersonal skills to establish rapport and foster positive relationships with students.
- Implemented and led various DEI initiatives, including workshops, training, and awareness campaigns, to promote inclusivity and belonging within the school community.
- Collaborated with teachers, administrators, and parents to create a culturally responsive and inclusive learning environment.
- Conducted data analysis and reporting to assess the impact of DEI initiatives and identify areas for improvement.
- Created, led, and implemented philanthropic programs and initiatives, aligning them with the organization's mission and business strategy.
- Built strategic partnerships with key stakeholders, including local community organizations and government agencies, to drive marketing and social impact efforts.
- Managed logistics and operations for community events, programs, and initiatives, including coordinating with multiple business platforms and departments.
- Reviewed and provided counsel on content, stories, and language for cultural accuracy and inclusion.
- Conducted ongoing research on best practices and recommended strategies for continuously improving marketing and philanthropy plans.

Skills

- Strong written and verbal communication skills
- Excellent interpersonal and relationship-building abilities
- Proficient in social media management and content creation
- Creative thinker with strong problem-solving skills
- Ability to work under pressure and meet tight deadlines

- Detail-oriented with exceptional organizational skills
- Proficient in Microsoft Office Suite and graphic design software

Transferable Skills Include:

- Marketing and Communications:
 - Developed and implemented marketing strategies to promote school programs and events.
 - Managed school site marketing and social media accounts, creating engaging content and increasing online presence.
 - Crisis Communication and Planning:
 - Demonstrated ability to handle crisis situations and communicate effectively with stakeholders.
 - Developed crisis communication plans and strategies to reach vulnerable populations, ensuring ADA compliance.
 - Monitored news and public concerns, keeping staff informed on emerging health topics.
 - Maintained contact lists and coordinated responses to media inquiries and public records requests.
 - Staffed the Joint Information Center (JIC) and served as a Public Information Officer (PIO) at emergency locations.
- Designed logos, websites, brochures, and templates, ensuring consistent branding and quality across materials.
- Implemented graphic standards and made recommendations to enhance marketing materials.
- Liaised with vendors to produce marketing and promotional materials, reviewing and approving layouts.
 - Professional Development and Presentations:
 - Attended conferences, trainings, and workshops to stay updated on industry trends and best practices.
 - Made public presentations to officials, community groups, and at other speaking engagements.
- Provided training at New Employee Orientation on relevant topics

Certifications:

Adobe Photoshop Certificate, Udemy 2018

Full Stack Developer (Front & Back End) University of Miami, 2023

CSS, Java, MySQL. Node.JS Udemy 2023

Project Management, Google Certificate 2019

References:

Available upon request