

Marisol Cabrera

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EDUCATION

The George Washington University, Washington, D.C.

Expected Graduation: May 2023

Bachelor of Arts in Journalism and Mass Communication

- Cumulative GPA: 3.84/4, Dean's List
 - Activities: GW-TV, GW's student run television station; GW Hatchet, GW's independent newspaper
 - Relevant coursework: Intro to Web Production, Intro to Video Production, Advanced News Reporting, Audio Journalism and Podcasting, Research Methods, Television History, Data Analysis
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PROFESSIONAL EXPERIENCE

GW School of Business Graduate Admissions | Communications Assistant | Washington, D.C. Sept. 2022 – Present

- Brainstorm, plan, and complete promotional videos for school with goal of increasing enrollment rate
- Compile and draft content for monthly newsletter on topical school interests, sent to an audience of 1,600+
- Develop digital content communications with new applicants through platforms such as email, web, and SMS
- Monitor Salesforce dashboards and promptly act on actions as indicated by reports

TransUnion | Communications Intern | Chicago, IL

May 2022 – Aug. 2022

- Reviewed and recommended new content for internal help sites targeted at company's customer service agents
- Evaluated Google Analytics data to determine how agents interacted with help site content and used conclusions to inform proposed changes
- Created informational graphics using Canva to add to help site content
- Collaborated with other Communications staff to edit help site pages and update previously published articles

GW School of Business Graduate Admissions | Merit Aid Specialist | Washington, D.C.

Jan. 2021 – Dec. 2021

- Performed administrative tasks such as organizing office inbox, filing documents, and updating budget spreadsheet
- Assisted with other office tasks such as hiring, revising marketing material, and editing training videos
- Built out and maintained project management software to best improve office efficiency
- Analyzed admissions data with CRM software to make reports on trends and highlight areas of improvement
- Utilized Microsoft Suite programs, namely Teams and Excel

U.S. House of Representatives | Congressional Intern | Washington, D.C.

Jan. 2020 – March 2020

- Composed bill memos summarizing legislation and providing context for the Congressman and staff to make informed legislative decisions
 - Granted the opportunity to prepare statements for the Congressman to read on the House floor
 - Attended briefings and drafted memos interpreting information to relay back to staff
 - Executed administrative tasks such as answering constituent phone calls, communicating with other offices on behalf of staff, and sorting office mail
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ACTIVITIES

GW-TV | Creative Director, Producer, Editor | The George Washington University

Aug. 2020 – Present

- Serve on Executive Board as Creative Director where duties include maintaining GW-TV's website, organizing workshops for 100+ members, and providing guidance for members
 - Utilize industry standard level TV studio equipment to film shows weekly
 - Manage a group of reporters to write and publish news stories
 - Edit episodes using Adobe Premiere Pro on deadline with a quick turnaround
 - Produce graphics with Adobe Illustrator and Adobe After Effects
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SKILLS

AP Style, Adobe Premier Pro, Adobe Audition, Adobe Illustrator, Google Suite, Microsoft Suite, Salesforce, Asana, Canva, Wix, Google Analytics
