JANINA ALVAREZ

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EDUCATION

University of California, Los Angeles (UCLA)   *June 2020*
Bachelor of Arts in *Communications & Psychology* | Specialization in *Computing*
  ‣ 3.95 Cumulative GPA; Magna Cum Laude, Dean's Honors List
  ‣ **Relevant Coursework:** Advanced Programming, Computer Mediated Communication, Social Networking, Public Speaking, Social Psychology, Communication Theory

TECHNICAL SKILLS

Programming Languages: Advanced C++; Proficient HTML, CSS, Javascript, React; Basic React Native
Software & Systems: Notion, VS Code, Git, Microsoft Office Suite, Qt, Adobe Photoshop, Final Cut Pro

TECHNICAL BACKGROUND

Grey Syren Website | *Co-founder*   07/2020-Present
  ‣ Leading the creation of a website coded in React on Visual Studio Code and hosted on Github, centered on educating millions of citizens on how to easily live a sustainable lifestyle
  ‣ Spearheading design of UI/UX in Adobe XD; influenced by use-cases for 5 target market personas

CodeDay Labs | *Software Intern*   07/2020-08/2020
  ‣ Collaborated with a team of developers to design, code, and build a cross-platform application, within a one month deadline, that reminds a user to keep in touch with any given contact
  ‣ Programmed the functionality for contact entry and page navigation within the application
  ‣ Created, directed, and edited demo videos and presentations covering use cases and architecture

UCLA Mathematics | *Advanced Programming (PIC 10C) Grader*   11/2018-03/2020
  ‣ Proactively identified and debugged suboptimal performance in a grading program that, when solved, increased efficiency and speed of grading by 25%
  ‣ Scanned 60+ programs weekly for errors that cause inefficient, unreadable, or uncompilable code

COMMUNICATIONS BACKGROUND

Bruin Advertising and Marketing Team | *Media Strategist*   09/2019-06/2020
  ‣ Developed a research-based, 7-month timing flowchart for the presentation of advertising materials on 7 carefully chosen platforms and 25 specific executions
  ‣ Conducted 40+ hours of research and numerous calculations to determine feasible and most effective advertisement applications under a $4M budget
  ‣ Collaborated with strategy, creative, and design teams to create a comprehensive campaign for SAAS Adobe Advertising Cloud, winning 2nd place in the regional National Student Advertising Competition

Lucky Break Public Relations | *Public Relations Intern*   01/2020-04/2020
  ‣ Authored and updated coverage reports, coverage books, media alerts, and agendas for 36+ clients across US, ranging from start-up to publicly traded companies and spanning 10+ industries
  ‣ Conducted deep research on potential media contacts, potential ambassadors, and coverage

UCLA New Student & Transition Programs | *New Student Advisor*   03/2019-09/2019
  ‣ Independently directed the advising and support for 150+ students across 20, multiple-day sessions
  ‣ Conducted presentations, including 18 extensive tours of campus and student services, educational presentations on school policies and programs, and facilitated small group discussions
  ‣ Acted as an ambassador for UCLA by accurately promoting its goals, messages, and expectations
  ‣ Completed 100+ hours of training in order to skillfully address student needs and interests

Bruin Visual Arts Club | *Project Manager*   04/2018-09/2019
  ‣ Mobilized creation of the first student-painted room at UCLA under a strict timeline, in partnership with nonprofit Good Clothes Good People which now uses the room to distribute resources to 5000+ visitors
  ‣ Planned, arranged, and executed meetings to efficiently drive projects to completion with few setbacks

Southern Glazer's Wine and Spirits | *Sales Intern*   06/2018-08/2018
  ‣ Produced a highly-praised and informative presentation on sales best practices, backed by field research and interviews, for 20+ company leaders including West Region president
  ‣ Shadowed 30+ sales meetings under salespeople of varying levels, across 15 locations around Bay Area