

Rafael Castellanos-Welsh

4520 SE 46th Ave Portland Oregon 97206 | (503) 781-0764 | mrrafael1912@gmail.com

Education

Gonzaga University, Spokane, WA

Bachelor of Business Administration, concentration in marketing

May 2018

Minors: Solidarity & Social Justice and Jazz Performance

Work Experience

PayRange, Portland, OR

Bilingual Customer Support Representative

October 2018

- Evaluate the issue customer is facing and deliver results in a timely manner.
- Manage around +200 daily incoming tickets through ZenDesk.
- Adapt to app updates that changes the issues customers may face.

Unity Multicultural Education Center, Spokane, WA

Work Study Position — Office Assistant

September 2014 – May 2018

- Tracked performance of various programs by collecting and transferring data for official use.
- Collaborated with staff members to schedule and execute programs throughout the academic year.
- Improved marketing efforts executed through social media and across campus.

Leadership Experience

Gonzaga Senate

Senior Senator | Governance | Diversity Task Force

September 2016 – May 2018

- Elected by my peers to be a liaison between the student body, of 4,500, and the university.
- Advocated for student rights and gave voice to their demands as well as other groups around campus.
- Developed the blueprint of a scholarship for undocumented students through meetings with students, staff, and faculty. Presented to the Board of Regents.

Building Relationships In Diverse Gonzaga Environment Pre-Orientation

BRIDGE Marketing Coordinator

January 2016 - August 2016

- Reached out to both Gonzaga University and the greater Spokane community to allocate resources such as presentations, housing, food, and promotion.
- Marketed to around 400 students about the program via phone calls, emails, pamphlets, social media.
- Trained 13 counselors to engage in conversations of self-exploration, race, history, and acceptance.
- Led the BRIDGE pre-orientation program in which we welcomed 50 new students to Gonzaga.

Projects

Con Ganas Apparel

Owner & Founder | conganasapparel.com

March 2018 - Current

- Promoting cultural pride and unapologetic self-representation within Latinx communities.
- Advertising across social media platforms to connect with Latinx communities across the Northwest.
- First collection of 60 shirts sold out within 2 weeks.

KBOO 90.7FM, Portland OR

Social Media Intern

September 2018

- Managed Twitter, Facebook, Facebook Ads, Instagram and YouTube profiles with Hootsuite and on-site posts various times a day.
- Curated content revolving around recent and upcoming events from all programs KBOO hosts.
- Edited audio through Adobe Audition and Adobe Premiere for promotional use and radio broadcasting.

Interests

Front Web Development

- Studied an Udemy course on the topic of Front Web Development applications.
- Admitted to the Portland Code Guild 16 week long Full Stack Developer Bootcamp.

Graphic Design

- Attended a graphic design course at Gonzaga and then self-taught through online courses highlighting Adobe Illustrator and Photoshop.
- Created designs for clients looking for graphics, posters, and marketing tools for their programs.