

## FRIDA SILVA

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### EDUCATION

#### Double Major in Political Science and Communication

May 2020

University of Colorado Denver, Denver, CO

#### RELEVANT COURSE WORK

- **Principles of Advertising** 08/2019-12/2019
  - Strategized and orchestrated advertising campaign for local shop through advertising fundamentals: research, consumer motivation, creative development, and media planning to establish student communal ground
- **Advanced Strategic Communications** 06/2019-08/2019
  - Prepared and presented a nine-part report for a new local non-profit detailing the situation, organization, and public analyses that supported recommendations for goals, objectives, messaging strategy, and tactics
- **Communications and Diversity** 08/2018-12/2018
  - Critiqued and decoded messages delivered by various media platforms to understand how different social identities are portrayed and how to include diverse and inclusive practices in the media and everyday interactions

### WORK EXPERIENCE

#### Marketing and Outreach Specialist

CU Denver Sorority and Fraternity Life(SFL), Denver, CO

04/2019-Present

- Charged with the creation and dissemination of inclusive, integrated communications between the program and the student body
- Collaboratively set specific goals and objectives to guide efficient communications plan
- Conduct formative research to effectively execute strategic communication plan to drive awareness and participation
- Create and develop creative social media content, coordinate digital production and editing, and manage online social engagement
- Scheduling, preparing, and executing a variety of interpersonal, online, electronic, and print tactics on a weekly basis

#### Legal Intern (*Legal and Corporate Affairs & Marketing*)

Molson Coors, Denver, CO

06/2019-08/2019

- Conducted and prepared independent formative research on corporate branding analyzing top companies' corporate brand to propose and recommend modernization and reenergizing of the company's corporate brand
- Researched and presented company's market analysis focusing on demographic and psychographic analyses to profile target audiences to best market our brand and their respective corporate partnership
- Meticulously reviewed distribution agreements and corporate reports to find and record legal action items requested by Legal and Corporate Affairs team
- Appraised 150 international brand's digital platforms over two days to determine compliance with IARD marketing practices

#### Vice President/Former Chair of the Student Advisory Committee to the Auraria Board/Former Chair of First Year Council CU Denver Student Government Association (SGA), Denver CO

09/2016-05/2019

- Advocated on behalf of students to provide an enriching student experience that acknowledges their voices through event planning, student-at-large outreach, goal setting, and collaborating with various student offices
- Empowered and lead 50 student senators by inspiring and providing strategies for effective and efficient work
- Coordinated, executed, and delivered three large campaigns on student-centered initiatives that created radical shifts in the university's culture
- Coordinated senate and chair meetings, including preparation of agendas, reviewed university business and budgets, and met with campus partners three times a week

#### Legislative Aide to Speaker of the House, Crisanta Duran

Colorado's 71<sup>st</sup> General Assembly, Denver, CO

01/2018-05/2018

- Met, emailed, and called on behalf of Speaker Duran and acknowledged, updated, and assured her constituency on bills and legislative matters
- Took detailed minutes in committee hearings for Speaker's policy staff twice a week
- Conducted in-depth research on local and community awards winners and wrote approximately 30 congratulatory letters on behalf of the Speaker each week to bolster and maintain Speaker's community engagement relationships

### SKILLS

- Proficient in Adobe Photoshop, Illustrator, Spark, and Premiere Pro, Lightroom
- Proficient Spanish Speaker
- Some experience in photography