

FIRST NAME LAST NAME

Boulder, CO | Phone Number | Email | LinkedIn | Portfolio

EDUCATION

University of Colorado Boulder, Boulder, CO

January 2023 – May 2025

Bachelor of Science: Strategic Communication, Advertising | **Minors:** Business Innovation & Entrepreneurship, Leadership

Relevant Coursework: Account Management, Brand Solutions, Consumer Insights, History of Advertising, Brands and Culture, Business Leadership, Public Speaking, Intercultural Communication

WORK EXPERIENCE

Guest Services Representative

August 2021 – Present

CU Recreation Center, Boulder, CO

- Lead front desk in providing information to colleagues and members alike, processing transactions, and handling member complaints for an average 5,000 members utilizing the facilities.
- Maintain outstanding customer service to all patrons, guests, and visitors by having a positive attitude, being present, engaged, and attentive during each interaction, contributing to the establishment's reputation for hospitality and service quality.
- Enforce department policies and procedures with all patrons as well as actively control patron access to facilities ensuring a secure and organized environment.

Digital Media Intern

June 2023 – August 2023

Entravision, Denver, CO

- Managed content calendars and scheduling daily via Hootsuite to distribute content across various platforms ensuring consistent and timely delivery to audiences of more than 5,000.
- Created 10+ Tiktoks aligned with current trends and popular content for audiences using Capcut, receiving an average of 600 views per video.
- Facilitated client meetings and presentations by effectively communicating project updates, content strategies, and performance metrics, by analyzing interactions across social media channels including Instagram, TikTok, and Facebook.
- Analyzed social media data to track audience behavior and campaign performance, identifying trends and recommending optimization strategies.

PROJECTS

Tracks App Development Project, Business Innovation and Leadership, Boulder, CO

January 2023 – May 2023

- Created a location-based music recommendation service in the form of a mobile phone application using Adobe CreativeCloud.
- Served as chief operations officer with a goal to analyze the team's day-to-day progress and establish a way in which the company can strive to progress in business tasks.
- Collaborated with a group of 6 to develop business plans for funding, marketing, operations, management, and corporate social responsibility.

Moet Champagne Campaign Project, Communication Platforms, Boulder, CO

January 2023 – May 2023

- Produced a \$500,000 mockup for a mountain getaway event/concert in order to promote a new champagne selection and increase sales on new selling bottles.
- Built budgets for hotel, artists, and company collaborations to ensure the event remained on track with spending and costs.
- Created a post campaign analysis to review success of outdoor media, social media posts, TV, radio, and print to establish which expanded target market by 15% and rose total revenue by 4%.

SKILLS

Technical: Video Editing, Social Media Platform Analytics, Ability to Adhere to AP Writing Style, Brand Management, Graphic Design, Audio Production, Photography, Videography.

Programs: Adobe Creative Cloud, Canva, WordPress, Hootsuite, Excel Pivot Tables, p5.js.

Languages: English (Native), Spanish (Fluent).