

## EDUCATION

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### SCHREINER UNIVERSITY FALL 2009 - FALL 2011



- B.A. *Magna Cum Laude* in Honors English. Overall GPA 3.68 out of 4.0 scale
- **Distinctions:** Sigma Tau Delta, Alpha Lambda Delta, Order of Omega, President's or Dean's List every semester, SU's President's Scholar, Journalism Scholar, Hatton Sumner's Scholar, Texas Heritage Music Foundation Slam Poetry Contest Winner 2010, Student Senate President of Senior Class, Phi Delta Theta New Member Educator and Recruitment Chairman, Muse Literary Magazine Editor-in-Chief

## RELEVANT EXPERIENCE

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### ACCESS ESPERANZA CLINICS, INC.- Marketing Specialist; McAllen, SEP 2016 - PRESENT



- Co-authored a grant for \$50,000 to be applied toward infrastructure project
- Designed and market clinic appointment & program eligibility apps that have contributed to a 92% increase in website traffic
- Manage social media accounts and create posts that achieve 100-300% more views than other admins
- Developed a functional prototype of a free ride sharing app for patients
- Contributed marketing efforts that have increased clinic appointments. Projected 40% increase EOY
- Developed automated communication systems for appointment requests, follow-up, and scheduling
- Redesigned and rebranded agency marketing materials: infographics, services cards, banners, etc.

### RGV NATURE COALITION- Web Development and Marketing Intern; RGV Area, JULY 2016 - NOV 2016

- Assisted in the planning and implementation of its marketing and PR plans for an NPO revival and website launch
- Coordinated web development plans with local and state non-profit organizations
- Designed a website to suit the needs of the organization's mission
- Drafted and revised website according to director's vision as well as committee critique
- Consulted on ease of website UI, cross-browser compatibility, and general web functions
- Managed social media accounts
- Invited to assume Marketing Chair position when project resumes

### MEN'S RIO MAGAZINE- Editor-in-Chief | Contributing Writer | Creative Consultant; McAllen, NOV 2013 - JUNE 2015

- Cooperated with editors, producers, engineers, and City officials on recycling campaign that reached over 134,000 people
- Cooperated with publishers to bring 6,000 printed editions to market on time monthly
- Cooperated with several local business owners and managers to produce marketing campaigns
- Customized brand awareness social media marketing campaigns for agency clients
- Supervised a small staff for event planning and project management of a NPO's fundraising campaign which grossed \$20,000
- Met strict deadlines for articles on personal, public, or agency interest

### FUVA MEDIA, LLC. - Social Media Acct. Manager | Marketing Acct. Specialist; McAllen, DEC 2013 - JUNE 2015

- Customized social media strategies for multiple clients
- Collaborated with creative team for PR and advertising campaigns including print, digital, video
- Created timely, engaging content optimized for intended audience and for social media platforms
- Monitored social media for customer service opportunities and initiate conversations on behalf of client
- Produced engaging and professional drafts of visuals that reflect client and their brand
- Stayed current with social media trends and tools including Google Analytics and WordPress

## OTHER EXPERIENCE

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### **IDEA PUBLIC SCHOOLS**- English Teacher; Edinburg, FALL 2014-SPRING 2016

- Recognized for students achieving the highest district scores for 10th grade STAAR state assessment (Level III)
- Nominated to be the University of Texas DDCE-SPURS partner teacher for concurrent enrollment for grades 11 and 12
- Nominated to be the Duke University Talent Identification Program instructor for grade 7
- Recognized with Team and Family Award for assisting with technology development
- Recognized with Teacher of the Month Award and Teacher of the Year nomination
- Sponsored the Future Business Leaders of America, Junior Statesman of America, and UIL Ready Writing
- Nominated to join the National Honor Society Faculty Council and the Campus Improvement Team

### **SURESCORE, INC.**- Interventionist | Instructor; RGV Area, APRIL 2014-JUNE 2015

- Trained ACT Instructors
- Utilized curriculum to teach English and Algebra enrichment to high performing students in 7th & 8th grade
- Assisted in English & Math remediation and intervention for at-risk 3rd and 5th grade students
- Led ACT English, Science, and Math instruction for IDEA Quest College Preparatory

### **MCALLEN ISD** – Literacy Extension Teacher; McAllen, FALL 2013-SPRING 2014

- Taught remedial and enrichment classes for 100% at-risk and/or emotionally-disturbed student population
- Helped students achieve a minimum of 50% growth on curriculum, school, and district-based assessments
- Developed unit instructional plans based on Texas curriculum standards and long-term curricular goals
- Assisted in coordination of Family Engagement committee: wrote newsletters, managed parent recruitment

### **TEACH FOR AMERICA** – Teacher | Hiring Coach | Cohort Lead; Houston & RGV, SUMMER 2013-SPRING 2016

- Selected as one of 5,000 accepted candidates out of 47K applicants to teach in an urban school district across the nation
- Taught remedial summer program in Houston ISD for students retesting TAKS
- Developed unit instructional plans based on Texas curriculum standards
- Created daily lesson plans based on unit and long-term curricular goals
- Received feedback from at least two certified teachers a minimum of three times a week for four weeks
- Assisted incoming Corps Members with transition and onboarding process
- Coached incoming Corps Members on interviewing and hiring process

### **VILLAS DEL SOL APARTMENTS**- Volunteer ESL Instructor; Austin, OCT 2012-MAY 2013

- Engineered and executed classroom management systems and procedures
- Engaged in professional development discussions for scope and sequence
- Designed flyers to advertise class at the complex's community center

### **SCHREINER UNIVERSITY**- Writing Center Tutor | Magazine Editor; Kerrville, OCT '10-DEC '11 | DEC '10-MAY '11

- Consultant on PR campaign involving writing workshops, presentations, and digital/print media on college campus
- Copywriter for website design team; provided copy for educational blog content
- Audited and reported on South Central Writing Centers Association seminars
- Marketed the Muse Literary Magazine and received 100% more submissions
- Published the biggest edition of the literary magazine

### **PHI DELTA THETA**- Recruitment CM | New Member Educator; Kerrville, JAN 2010-DEC 2011

- Acting administrator and moderator for chapter's first social networking page
- Created PR campaign involving digital and print media, fundraising, community service
- Managed the most successful, biggest recruitment cycle (300% increase) in chapter history

## ADDITIONAL INFORMATION

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**Computer Skills:** MS Office Suite, Graphic Design, Adobe Photoshop, Adobe Illustrator, Google Analytics, WordPress, HTML, GoogleApps Script, Sony Audio & Video Production  
**Languages:** Fluent in Spanish and English

