



EDUCATION

Carnegie Mellon University

Heinz College of Information Systems and Public Policy (Accelerated Master's Program)

Master of Entertainment Industry Management | Expected: May 2023

Relevant Coursework: Applied Economic Analysis - Script/Story Analysis - Multimedia - Guest Experience in Theme Park Design - Disruptive Technologies in Art Enterprises - Measuring Social - Live Music: Touring & Revenue Streams - Production Management - Management Accounting - Managing Disruption in Media and Entertainment - Financial Statements and Analysis of Companies

Carnegie Mellon University

Bachelors of Science in Decision Sciences | Minor in Media Design | May 2021

Relevant Coursework: Mediated Narrative (Cuban Interactive Documentary) - Mobile Web Design and Development - Fundamentals of Programming 15-112 - Empirical Research Methods - Causal Inference in the Field - Decision Analysis- Themed Entertainment Design - Global Business - Business Communications - Business Presentations - Graphic Media Management

Lone Star College

Associate's of Science & Associate's of Arts | May 2017

WORK EXPERIENCE

Graphic Designer

April 2021-Present

Thomas Merton Center

Pittsburgh, PA

- Create original graphics or editing/reformatting existing content for social media, website, and on brand marketing/campaign materials that support the goals and values of the organization.
- Update/maintain organization website and social medias.
- Proactively create concepts or find assets, photos, and background information for drafts and final revisions of graphics, videos, social media posts, and other communications content with minimal direction, while still meeting any assigned requirements or goals.
- Attending weekly strategy communications meetings and other meetings with coworkers or collaborators for creative project direction and overall organization goals.
- Creating entire branding guide, social media tool kit and creative assets for the organization's 50th anniversary festival event estimated to have 500 attendees.
- Coordinated a proactive call with Constant Contact (email marketing tool) marketing experts to raise the average click-through and open-rate, specifically targeted in improving on performance comparative to statistics on other non-profit organizations.

Communications Intern

June 2021-October 2021

National Association of Latino Independent Producers

Culver City, CA

- Curated and schedule social media language for IG, Facebook, and Twitter for 2021 NALIP Media Summit on HootSuite.
- Created graphics for Instagram social media grid *In the Heights* #LatinxGoldOpen and weekly newsletter.
- Composed content for weekly newsletter and update website pages on NationBuilder.

Virtual Worksite Supervisor

June 2020-August 2020

Neighborhood Learning Alliance

Pittsburgh, PA

- Facilitated instructional design 5 week online curriculum for students to learn and work in HTML and CSS.
- Hosted Zoom lectures where 19 students collaborated on-site to gain job experience.
- Created Google slides presentations and 23 assignments & coding challenges to gauge student understanding and learning.

Technology Consultant

May 2019-December 2019

Technology Consulting in the Global Community Internship Program

Chimbote, Peru | Pittsburgh, PA

- Programmed a SQL database in the Physical Therapy department of Maternidad de Maria hospital with 80% success rate in eliminating paper trail and 100% improvement in documenting patient history.
- Researched hospital processes and created detail oriented flow diagrams of administrative business processes reducing wait time in overall process flow by an average of 5 minutes.
- Produced a final consulting report under professional mentorship for program management.

Teaching Assistant for Mediated Narrative

January 2019-May 2019

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Pittsburgh, PA | Camagüey, Cuba

- Held flexible pre-departure communication lessons for students (in Spanish & English.)
- Functioned as a translator and facilitator for the students on-site (Camagüey, Cuba.)
- Guided students on how to structure their individual interactive documentaries.

EXTRACURRICULAR EXPERIENCE

Art Booth Chair

August 2017-March 2020

Kappa Kappa Gamma

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- Designed and worked with two and three dimensional aspects for animation themes.
- Hand-painted 10 wall sized murals based on the animation film for specific room designs.
- Documented and led weekly creative meetings with members in order to meet deadlines and creative goals.

PROJECTS

- 1st Place 2018 Booth with an Alice in Wonderland themed two-story building
- Selection Committee Member for Carnegie Mellon Teaching Innovation Award
- Permanent project installation of Cuban interactive documentary (edited in Adobe Premiere) in the Tepper Business School Quadrangle
- Consultation project in partnership with H&M using social media data analytics

SKILLS

- Certified as Microsoft Office Expert Specialist (Excel, Word, Powerpoint)
- Proficient in HTML, CSS and JavaScript
- Experience in Adobe Creative Suite (Adobe Photoshop, Premiere, InDesign, Illustrator, AfterEffects, Audition)
- Social and Behavioral Research CITI Program Certification
- Foundations Brandwatch Consumer Research Certification
- Bilingual (English and Spanish)