

## - Academic Experience –

Master's in Public Relations and Corporate Communications (Fall 2019 to Spring 2021)

Emphasis: Cause Communications

Georgetown University, School of Continuing Studies

GPA 4.0

Graduate Certificate of Nonprofit Management (Summer 2017 to Spring 2019)

Emphasis: Fundraising and Philanthropy

Bush School of Government & Public Service, Texas A&M University

Bachelor of Arts, International Studies (Fall 2002 to Spring 2007)

Emphasis: International Commerce

Texas A&M University

Certificate of Photography (Spring 2010)

Emphasis: Digital Photography & digital editing

Midlands Technical College

Certificate of Spanish, Study Abroad (Spring 2006)

Emphasis: Spanish Language Studies

Universidad de Salamanca

## - Academic Achievements –

Nu Lambda Mu International Honors Society

Recognizes graduate students dedicated to the study of nonprofit management, philanthropy, and social entrepreneurship with a minimum 3.7 GPA

Inducted Spring 2019

## -Relevant Graduate Coursework-

Purpose-Driven Brands

Studied business fundamentals of brands with “purpose” and the critical role they play in the future of business and society. Developed a conceptual understanding of purpose-driven branding and its role in corporate social responsibility, nonprofit brand strategy, and social and environmental impact communications. Learned how to develop a purpose brand, manage it within the communications, public relations, employee engagement, advertising and marketing realm, and integrate it across an organization. In addition, learned how to establish processes to communicate and report on the social and environmental impact of a brand from a client and management perspective.

## Cause Consulting

Specialized certification program through the Center for Social Impact Communications at Georgetown University. Experienced an applied learning experience by working collaboratively in small consulting teams to refine and implement communications plans for social impact clients, such as nonprofits and socially responsible businesses. Explored leadership potential to create positive social impact. Recognized with the designation of Cause Consultants, which allows them to participate in exclusive opportunities through the Center for Social Impact Communication (CSIC).

## Digital Communications Strategy

Developed a clear understanding of effective Digital Communications Strategies in today's business environment. Increased understanding of how digital communications relate to more traditional marketing and PR tactics, and how to combine them for the best integrated approach. Reviewed today's digital tools, trends and tactics; weighing the difference between cool/hip and realistic/effective mediums. Increased knowledge and hands-on familiarity of the practical applications of digital communications, and how these lead to success.

## Media Relations

Learned the role and practice of media relations in corporate, non-profit and government organizations. Learned how to research media and reporters, develop messaging, build strategic media plans, generate media coverage, serve as spokespeople, handle crisis situations and use new media strategies. Learned from public relations professionals on such topics as working with reporters, international media relations, ethics and web-based communication. Class projects, discussions, case studies and individual presentations provided an engaging and interactive learning environment to expand and apply knowledge of media relations.

## Communication Research

Ongoing research and evaluation are crucial to every step in the public relations process--from gathering the initial information needed for campaign planning to evaluating the effectiveness of the effort. Received an overview of research methods and techniques including secondary, primary, and informal research. Learned about the range of evaluation techniques such as media analysis and measurement for both traditional and online media, competitive intelligence and fact-finding, focus group and custom survey research, and media segmentation and targeting. Prepared to prove the worth of communications and demonstrate value with solid data, projections and new insights for future campaigns.

## Ethics in Communications

Developed an understanding of the whole person and beliefs that this process starts with the study of ethics. Looking at ethics through a professional lens, this course allowed students to explore their own values and challenges them to codify and commit to their own code of ethics in relationship to professional codes of conduct and best practices. Gained a solid foundation in ethics and relate what they learn to their own professional situation through class discussions, case studies, and guest lectures conducted by Georgetown University ethicists as well as communications professionals.

## Public Relations Writing

Despite Internet-driven mass communications' impact on public relations strategies, a core strength of any successful communications professional is a solid understanding of what is newsworthy, coupled with strong writing skills. Further developed professional writing skills expected of PR practitioners, and covered many forms of public relations writing including press releases, statements, public service announcements, media correspondence, media advisories, newsletter articles, fact sheets, and talking points. Learned to organize and plan writing both with and without deadline pressure. Received professional exposure to a breadth of writing that will benefit student as a PR and public relations expert.

## Elements in Strategic Communications

Mastered and adopted a plan for step-by-step communications planning. The course focuses on each of the elements in-depth and provides opportunities for practice and ultimately mastery. Each element of the model builds on the next starting with the research to create a situational analysis to learning the difference between a goal and objective and strategies and tactics. Learned how to identify key publics and to create targeted messaging. Evaluation and creating a budget and timeline are also examined. At the end of the course, understood the planning model and recognized how to apply it a range of communications challenges.

## Philanthropy: Fundraising in Nonprofit Organizations

Examined the theory and practice of fundraising in nonprofit organizations. Studied an overview of fundraising strategies and techniques, and of how they relate to the achievement of organizational goals. It also focused on ways of integrating various fundraising activities into an effective fundraising program.

## Marketing for Nonprofits

Studied overviews and examined the underlying fundamental principles, concepts, and methods of strategic marketing as it is associated with the nonprofit sector.

## Grant-Writing and Project Management

Examined the use and provision of grants in the public and nonprofit sectors; exploration of the conceptual background of government and private grants; the management of grants and projects; application of skills and methods related to proposal writing needs statements, program budgets and evaluations.

## Foundations of Public Service & the Nonprofit Sector

Studied the overview of the origins, size, scope, and composition of the nonprofit and voluntary sector in American society today; introduction to the historical, political, and religious foundations of the nonprofit sector; examined theoretical and conceptual framework.

## Management and Leadership of Nonprofit Organizations

Studied an overview of nonprofit organizations and the environment they operate in; examination of the distinctiveness of these organizations and the special skills required for effective management of them; empirical and normative issues surrounding nonprofit management and leadership.

## - Extra-Curricular Activities –

[MSC Wiley Lecture Series](#) (Fall 2006 to Spring 2007)

*Development Team Member*

*Key Achievements:* Secured funding through grant writing and professional donor requests to support the prestigious lecture series where we hosted esteemed policy leaders such as Secretary of State Colin Powell, Mayor Rudy Giuliani, House Speakers, and renowned International Diplomacy & Decision-makers.