

Alondra Méndez

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EDUCATION

University of Rochester

Bachelor of Science in Business & Bachelor of Arts in Digital Media Studies

Rochester, NY

Anticipated May 2023

- GPA: 3.7 out of 4.00, Dean's List
- University of Rochester Ahora Award

EXPERIENCE

Writers & Books, Humanities for Life Internship Program

Communications Intern

Rochester, NY (Remote)

May 2021-August 2021

- Created graphic content and strategized digital marketing efforts for a non-profit organization
- Analyzed and reported customer engagement through Google Analytics
- Organized book data such as title, author, and ISBN numbers into Excel spreadsheets to list on website for sales

Wahi Digital Marketing

Part-time Content Writer

San Jose, CA (Remote)

December 2020-September 2021

- Developed digital content such as email & SMS marketing campaigns, and website copy for client business
- Edited content produced by senior executives to adhere to publication guidelines and enhance readability
- Optimized websites to the top of Google search results through SEO & marketing strategies

University of Rochester, Wilson Common Student Activities

Event Team Assistant

Rochester, NY

September 2020-Present

- Coordinate equipment for events following COVID-19 guidelines
- Check-in students and supervising crowds at events
- Complete independent projects, such as coordinating event logistics, assigned by professional staff

LEADERSHIP ACTIVITIES & EXTRACURRICULARS

University of Rochester, Students' Association Government

Secretary of Public Relations

Rochester, NY

May 2021-Present

- Design and create social media content to broadcast SA Government communications
- Design a new website for the Student's Association Government
- Collaborate with SA Leadership to meet student needs through public relations

University of Rochester, The Puerto Rican Student Organization

Chief Marketing Officer

Rochester, NY

May 2020-May 2021

- Designed and created weekly social media content related to the organization
- Developed an outline to establish a Puerto Rican Alumni Network together with the college's Alumni Office
- Attended regular meetings with the E-Board to discuss event planning and current updates

University of Rochester, Rising Leaders Program for First-Years

Participant

Rochester, NY

August 2019-December 2019

- Engaged in a one-on-one mentorship program to develop leadership skills
- Attended workshops and discussions held by Rochester Center of Community Leadership (RRCL)

CERTIFICATIONS & SKILLS

- Google Analytics Certification, Google Ads Certification
- Microsoft Office: Access, Excel, Powerpoint, Word; Google Drive: Sheets, Docs, Slides, Forms
- HTML, CSS, Canva
- Good communication skills; written, verbal, and interpersonal
- Time management and organizational skills
- Fluent in Spanish and English