

Jacklyn Rodriguez

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Objective

Seeking a position in communication that allows my expertise of graphic design, video editing software, event management, and social media to provide an efficient marketing strategy.

Education

Texas A&M University College Station, TX
Bachelor of the Arts in Communication, Minor in Business
Cumulative GPR: 3.5

Anticipated Graduation: May 2013
*Texas A&M Regents Scholar
Honors Qualification*

Relevant Work Experience

San Antonio Greater Chamber of Commerce

Summer 2011

Communication Intern

- Handled customer service responsibilities dealing with publications produced by The Chamber.
- Composed press releases for *The Chamber Today Newsletter* and *The San Antonio Express News*.
- Assisted in the collaborative effort of planning and hosting events for the approximately 2,000 members.
- Boosted positive publicity for members by updating The Chamber website and "Member News" articles.

Global Event Group

January 2011 - June 2011

Graphic Designer/Media Production & Promotion

- Responsible for all social media, website, and design needs for a multi-million dollar corporation.
- Worked with sponsors such as Mc Donald's, Budweiser, and Miller Inc. to promote catering events.
- Designed proposals, brochures, and flyers to secure new projects and clients and prepare for business meetings.
- Provided customer assurance in order to promote client satisfaction regarding their events.

Millennium Communications

January 2010 - July 2010

Sales Rep./Advertising Team

- Produced an effective brochure advertisement campaign advertising T-Mobile cell phones and rates.
- Devised new sales strategies for the product of the week and promotions.
- Handled new client contracts, existing client contracts, and provided customer service.
- Responsible for clerical duties such as money handling, filing, and data entry.

Skills

- | | | |
|--|-------------------------|---------------------------------------|
| ■ Bilingual and biliterate in Spanish | Proficient with: | Familiar with: |
| ■ Trained in Feature, Editorial, News, & Headline writing styles | ■ Adobe Photoshop | ■ Adobe Dreamweaver HTML, CSS |
| | ■ Adobe InDesign | ■ Adobe Illustrator |
| | ■ Final Cut Pro | ■ Wordpress Content Management System |
| | ■ Microsoft Office | |

Relevant Leadership Experience

Student Government Association: Development Commission

August 2010 - April 2011

Director of Creativity

- Branded the *Path to Success Brick Campaign* with a logo that incorporated the values of the commission.
- Generated a solid presence for the Development Commission with logos and promotional work.
- Unified social media efforts such as Twitter and Facebook in order to provide a better communication effort.

Anti-Suicide Awareness Program (ASAP)

August 2009 - Present

Founder/Member

- Developed and maintained an organization with a mission to promote suicide awareness.
- Established a presence for the organization incorporating logos, slogans, and public service announcements.
- Personally responsible for the training of all new members, and preparation for public speaking events.