

Luciana Andreina Alvarez Rodriguez

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Summary

Creative and bilingual Public Relations student at Penn State University who seeks to work with companies in the sector of strategy and branding.

Hard Skills

Analytics: Google Analytics

Graphic Design: Poppulo, Adobe Photoshop, InDesign & Canva

Technical: MS tools (SharePoint, Teams, Office 360) & Google Suite

Marketing: Target Audience Analysis, Research & Engagement Strategy

Written Communication: In-Depth Research, Blog Posts, Newsletter, Feature news stories & Press releases

Languages

Native or Bilingual: English & Spanish

Professional Working: French

Limited Working: Portuguese

Soft Skills

Time Management: Work 28 hours/week to cover expenses, while taking full-time classes

Education

The Pennsylvania State University, *University Park, PA*
Bachelor of Advertising and Public Relations

December 2023

- **Minors/Certifications:** Digital Media Trends and Analytics & Google Analytics Certification
- **Awards:** 2021 Fall Semester Dean's List, 2021-22 Penn State Chapter of Greater Houston Scholarship
- **Campus Involvement:** T. Howard Foundation member since Spring 2022

Public Relations & Marketing Experience

Dentsu International - Virtual

Summer 2022

Internal Communications Intern

- Developed a strategy to increase employee and executive engagement of the Teams Channel (focused on specific target audience reach).
- Outlined a wireframe SharePoint site to help organize various reports and whitepapers of Dentsu's Creative, CXM and functions service lines.
- Collaborated with employees and executives in campaigns to increase public awareness about Cannes Lions Awards and One Day for Change volunteering event.

WPSU Zimmerman Sales - University Park, PA

Spring 2022

Internship

- Utilized Excel to generate an account and proposal list of 200 major companies that support WPSU.
- Shadowed proposal contracts with the developmental sales team and prospective partners that aired on broadcast television and radio.

Happy Valley Communications - University Park, PA

Fall 2021

Account Associate on Vybrnt client team

- Interacted with client to develop a plan to maximize conversion rates in t-shirt campaign release: generated and posted social media graphics and content that had a growth of 200% viewership.
- Develop SWOT Analysis for PSU minority organizations like the Latino Caucus for audience analysis.

Katy Independent School District (ISD) - Katy, TX

September 2019 - March 2020

Communications Intern

- **Research Project:** *Networking with Students: Connecting the Katy ISD Students Through Instagram.* Conducted a year-long, thirty-page research and guide on improving student engagement with the district by pitching an Instagram account.
- Prepared two public service announcements (PSAs) regarding mental health awareness and E-cigarette prevention for students (average a thousand views more compare to previous district PSAs).
- Proofread and edited news releases for district-wide announcements and drafted feature stories relating to events and awards.

