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| **GENESIS GONZALEZ** | **909.217.6382**  [**genesisg56@gmail.com**](mailto:genesisg56@gmail.com) |

**Summary of**

**Qualifications:**

* Seasoned storyteller with more than 10 years’ experience in media relations, crisis communications, executive communications, content marketing, and brand management.
* Creative and strategic thinker with the ability to implement short and long-term objectives.
* Well-rounded media professional with the ability to speak both on-and-off camera.
* Problem-solver, collaborator, and team leader particularly, under tight deadlines.

**EDUCATION:**

*Educational Doctorate in Educational Leadership,* **Capella University** *(TBC)* 2023

*Master of Fine Arts in Creative Writing,* **National University** 2015

*Bachelor of Fine Arts in Broadcast Journalism*, **Chapman University**  2010

**WRITING PORTFOLIO:**

* <https://genesisgonzalez123.wordpress.com/>

**SOFTWARE / SOCIAL MEDIA FLUENCY:**

Microsoft Office Suite; Microsoft Teams; Zoom; Cision; Meltwater; Drupal; WordPress; Final Cut Pro; HubSpot; MailChimp;CANVA;Adobe Creative Suite (InDesign, LightRoom); Sprout Social; AgoraPulse; Facebook;Twitter; LinkedIn

**EXPERIENCE:**

*Director of Communications*, **University of California, Riverside** Riverside, CA

Jan. 2020 – Present

*Oversee the implementation of a strategic communications program designed to enhance the university’s student affairs organization, which comprises 40 departments. I proactively create, manage, and distribute executive communications, website and social media initiatives, quarterly newsletters, and student-wide communications. Collaborate with key stakeholders, including the chancellor, vice chancellor, college deans, development office, student government, and faculty. Additionally, strengthen the university’s communication on both diversity and inclusivity.*

* Serve as chair and co-chair of various strategic committees, including Commencement 2022 and the Division of Student Affairs Communications.
* Balance short-term objectives with the division’s long-term vision while simultaneously delivering on both.
* Identify opportunities for efficiencies, including the acquisition of new technologies.

*Public Relations Manager*, **University of La Verne** La Verne, CA

Nov. 2018 – Jan. 2020

*Hired to develop a public relations strategy that promoted the institution’s brand among local and national media. Developed and executed internal and external communication strategies that spotlighted department programs, faculty, and student achievements. This included the creation of executive messages, news stories, press releases and social media content.*

* Oversaw the editorial and design production for bi-annual alumni magazine.
* Managed and trained a team of designers, web specialists, and content creators.
* Provided strategic counsel to executive leadership as it pertained to crisis communications.

*Sr. Public Relations Specialist*, **Loma Linda University Health** Loma Linda, CA

Feb. 2017 – Nov. 2018

*Served as a public information officer for eight departments across the system, including both hospital and academic programs. It was my responsibility to generate media placement to highlight prominent staff and faculty, innovative new procedures, and pioneering medical research. Created a variety of internal and external communications, including press releases, news stories, monthly blog content and bi-annual newsletters. Additionally, I trained the department’s public relations specialists through monthly workshops focused on media pitching, persuasive writing, and detailed editing.*

* Developed positive relationships with both local and national media for client placement.
* Developed strategic PR and communication initiatives for my clients.
* Served as a crisis communications lead, in addition to participating in quarterly crises drills as the lead PIO.

*Copywriter*, **CU Direct** Ontario, CA

Oct. 2015 – Feb. 2017

*Hired to develop, write, and proofread original marketing collateral that centered on a consistent brand voice, including press releases, social media content, online product pages, industry blogs, and sales sheets. I was responsible for generating creative email marketing campaigns that engaged with both clients (credits unions and automotive dealers) on behalf of the company’s leadership.*

* Crafted original product fact sheets, case studies, and a year-end market report that was presented on behalf of leadership and senior sales consultants.
* Created a company-wide style guide to be used on all marketing communications.
* Developed and proofread various internal and external communications, including executive speeches.

**Professional honors:**

* **President’s List – Fall 2021 at Capella University** 
  + Maintain a cumulative GPA of 4.0.
* **President’s List – Winter 2022 at Capella University**
  + Maintain a cumulative GPA of 4.0.

**Professional memberships:**

* The National Society of Leadership and Success
* Kappa Delta Pi International Honor Society
  + Vice President (Present), Alpha Kappa Theta at Capella University
* Public Relations Society of America
* National Association of Student Personnel Administrators (NASPA)