



GENESIS COSME

strategic communications, digital marketing, and graphic design

profile

I am a 22-year-old strategic communicator and my goal is to get people connected with one another. In my five years of experience as a freelancer, student, and professional, I have helped connect over thirteen brands, businesses, and nonprofits with their target audiences through my creativity and dedication.

Outside of my career, my interests include food, gardening, fitness, beauty, art, and music.

contact

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education

University of Miami

1320 S Dixie Hwy, Coral Gables, FL 33146

Expected graduation: May 2020

Major: Public Relations

Minors: Ecosystem Science and Policy,
Marketing, and Art

skills

- attentive to detail
- versatile
- good communication
- event planning
- social media management
- project management
- newswriting

other qualifications

- proficient in Adobe Creative Cloud products like Illustrator, Photoshop, Premiere Pro, AfterEffects and more
- certified in Google Search, Display, and Video Ads
- University of Miami 2019 Juried Student Exhibition Graphic Design Award

experience

Public Relations Chair

Association of Commuter Students

May 2019 - Present

- Manage social media accounts and marketing campaigns
- Create graphics collateral for events and promos
- Serve as a mentor for over 200 fellow commuter students

Communications Assistant

University of Miami's Division of Student Affairs

January 2019 - Present

- Write articles on campus events and student life
- Design collateral for varying departments
- Collaborate with coworkers on video journalism assignments

Student Leader

University of Miami's Great Start Program

January 2017 - July 2019

- Helped connect over 300 first-year commuter students to on- and off-campus resources
- Develop and execute program events as Hospitality Chair leading a team of three other leaders
- Assist other chairs in initiatives including fundraising, sponsorship outreach, recruitment, and more

Transfer Assistant

Orientation and Commuter Student Involvement

August 2018 - May 2019

- Helped connect 100+ students to campus resources
- Planned, promoted, and implemented new programming designed to engage transfer students with the community
- Assisted in developing a social media content plan for the department to further their outreach

Social Media, Graphic Design, and PR Associate

Yard Hospitality and Clients

June 2017 - August 2018

- Maintained social media and email marketing accounts for Yard Hospitality clients
- Produced newsletter content, distributing to an audience of over 10,000 individuals across three accounts
- Develop and maintain local and national influencer and media relations
- Documenting and analyzing successful marketing and communications efforts by developing analytics reports