



# Lourdes Gomez de Cordova

305.812.4307

lourdesgdc@gmail.com

lourdesgdc.weebly.com

linkedin.com/in/lourdesgdc



## EDUCATION

**BACHELOR OF  
ARTS**  
May 2016

### SPRING HILL COLLEGE – MOBILE, AL

Major: Communication Arts, Public Relations and Advertising  
Minor: Business Administration  
Cumulative GPA: 3.326



## RELEVANT COURSE WORK

**PUBLIC RELATIONS/  
PROMOTIONS DIRECTOR**  
January – May 2016

### PURPLE TIES STUDENT AGENCY – MOBILE, AL

•Worked with a local nonprofit client, Legacy166, to develop an integrated campaign to establish brand awareness and positioning. •Created events aimed to better relationship with the community – donors, sponsors, volunteers and attendees of the non-profit. •Developed promotional techniques, materials and strategies for reaching all target audiences.

### SENIOR THESIS

August – November 2015

### NO BITE, NO MALARIA – ROTARY INTERNATIONAL

•Capstone experience by strategically researching, planning, implementing and evaluating a four-month integrated marketing communication campaign. •Created and directed social media, email, crowdfunding and a special event to develop a brand identity. •Results concluded in 44% of target audience reached, 291 new page followers on Facebook and \$4,335 raised via a two-day crowdfunding, social media and email campaign. •Campaign was recognized and awarded at the 2016 Spring Hill College Research Symposium.



## EXPERIENCE

**COMMUNICATIONS  
INTERN**  
June – July 2014

### THE COLLECTION – MIAMI, FL

•Worked under the Director of Public Relations and Communications and assisted with assigned tasks. •Assisted in company's media relation efforts, including but not limited to monitoring press clippings, preparing ongoing press clipping reports, calculating ad impressions and equivalency's and writing and editing blog and website pieces. •Present for and assisted during new model car launches and test drive events by managing social media and monitoring guests.

**STUDENT CLERICAL  
ASSISTANT**  
August 2012 – May 2014

### SPRING HILL COLLEGE, OFFICE OF GRADUATE STUDIES – MOBILE, AL

•Secretarial work such as filing efficiently and in a timely manner. •Administrative tasks, including but not limited to preparing paper work, handling mail and copying.



## ORGANIZATIONS & ACTIVITIES

**DELTA DELTA DELTA  
MEMBER**  
January 2013 – May 2016

• Served as licensing chairman, created t-shirt designs and worked to better the image of Delta Delta Deltast Spring Hill College.

**LAMBDA PI ETA  
MEMBER**  
April 2015 – May 2016

•The National Communication Association Honor Society •Inducted in the Society by the Psi Delta Chapter at Spring Hill College.

**CAMPUS PROGRAMMING  
BOARD**  
April 2015 – May 2016

•Served as Vice Chair of Public Relations, responsible for coordinating publicity and various communications around Spring Hill College. •Created, facilitated and executed on and off campus events and managed all social media accounts.

**STUDY ABROAD**  
May – July 2015

•Studied abroad in Bologna, Italy with Spring Hill College Italy Center. •Experienced more than traditional classroom learning through the human rights focus of the Italy Center with academic based social justice travel to Croatia and Bosnia.