

Juan Pelaez-Barboza

JuanPelaezBarboza@outlook.com · 617-840-4571 · www.JuanPelaezBarboza.com

EDUCATION

American University, School of Communication (SOC) Washington, DC

May 2022

Bachelor of Arts in Public Relations and Strategic Communication

Minor: International Studies

Honors: *GPA*: 3.61/4.0, Dean's List (Fall 2019-present)

Relevant Courses and Projects:

- **Borders, Migration, and Globalization:** Wrote 20-page paper on the history of the terms "Hispanic" and "Latinx" in the US, which is featured in *Building Walls: Excluding Latin People in the United States* by Ernesto Castañeda, PhD.
- **Communication and Society:** Applied theories to public discourse about US immigration and delivered a 25-minute PowerPoint presentation to professor and class of 25 students.
- **Crisis Communication:** Developed a 25-page crisis communication plan for national retailer Bloomingdale's based on a hypothetical data breach scenario.
- **Public Relations:** Developed and presented a strategic communications plan for the university's Office of Campus Life to professor and class of 20 students.
- **Public Relations Writing:** Developed and presented a digital portfolio composed of in-class and professional PR writing samples to professor and class of 20 students.
- **Social Media Strategies and Tactics:** Developed and presented a social media plan for EventsDC to professor and class of 25 undergraduate and 10 graduate students.
- **Strategic Communication and Event Management:** Developed and presented a formal event proposal for a red-carpet movie premiere to professor and class of 25 students.

Revere High School, Revere, MA

June 2018

Honors: Graduated in top 10% of class, *GPA*: 3.9/5.0, Member of French and National Honor Societies

EXPERIENCE

PR & Social Media Intern, Keri Shull Team, Arlington, VA

January 2022-present

- Devise and lead the overall public relations & social media strategy for HyperFast Agent, the organization's real estate coaching subsidiary.
- Collaborate with the marketing team to create media assets for the press and social media platforms.
- Serve as the organization's point-of-contact for journalists and other external stakeholders.

Staff Assistant – Accounting and HR, NASPA, Washington, DC

October 2018-present

- Provide administrative support to the Controller and Vice President for Operations.
- Responsible for monthly reconciliation of revenue and expenses across the organization with an annual budget of \$16 million.
- Lead recruitment initiatives for new positions within the Accounting and HR departments.

Sales Professional, Men's, Bloomingdale's, Tysons Corner, VA

January-November 2021

- Deliver luxurious customer experiences through friendly, genuine interaction with all clients.
- Promote the Loyallist program and in-store events to maximize sales and build client relationships.
- Attend product knowledge seminars to stay informed about the latest high-end fashion trends.

Media Relations Specialist, Top of Mind PR, Washington, DC

May-September 2021

- Assisted the Miami-based executive team with establishing the firm's DC office.
- Created and updated media lists, client fact sheets, and other firm assets.
- Secured coverage for several clients across various mediums, including TV, print, and podcasts, among others.

- Events and Operations Intern, Markham Group, Washington, DC** **January-May 2021**
- Supported administrative tasks including answering phones, and ordering event production materials.
 - Managed research assignments for public affairs, issue advocacy, and event clients.
 - Coordinated staff travel and supply delivery logistics for in-person events across the United States.

- Public Relations Associate, Nickerson, Boston, MA** **May-August 2020**
- Assisted with monitoring trends and competitive coverage for client industries.
 - Developed and updated media lists and contact database.
 - Drafted client deliverables such as email pitches and fact sheets.

- Customer Experience Coordinator, T.J. Maxx, Chelsea, MA** **August 2016-August 2020**
- Cultivated a customer-focused environment by modeling best practices in customer service, merchandising, and sales for other associates.
 - Oversaw strategy implementation that led to a reduction in YTD theft-related losses.
 - Served in capacity of Manager On-Duty in the absence of a store manager.

CAMPUS AND COMMUNITY SERVICE

- Student Associate, AU Sine Institute of Policy and Politics, Washington, DC** **January-April 2020**
- Promoted semester-long lecture series to more than 9,000 students using social media.
 - Researched content and collaborate with five other members to plan lectures throughout the semester.
 - Provided logistical support and served as a point-of-contact on an as-needed basis.

SKILLS

- **Computer:** Asana; Cision; Expensify; Google Suite; Harvest; Hootsuite; Microsoft Office; MuckRack; Nexonia; Sage Intacct
- **Language:** French (beginner verbal, reading and writing); Spanish (fluent verbal, reading and writing)