

# Juan Pelaez-Barboza

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## EDUCATION

Boston University, Questrom School of Business Boston, MA

May 2027\*

**Master of Business Administration in Social Impact**

\*Anticipated graduation date

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

May 2022

**Bachelor of Arts in Public Relations and Strategic Communication**

Minor: International Studies

Honors: *GPA*: 3.6/4.0, Dean's List

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, Ph.D.
- **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.
- **Fundamentals of International Business:** Conducted a PESTEL analysis and case study on IKEA's operations in Saudi Arabia following their decision to remove women from their advertisements.
- **International Strategic Communication:** Applied key concepts from course material to develop an international public relations plan for Marriott hotels.
- **Management and Organizational Behavior:** Developed and recorded a one-minute poster presentation advising how Morgan Stanley could partner with a D.C. non-profit to recruit more Latino employees.
- **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 Capstone:** Presented a formal public relations business pitch to Green 2.0, an environmentally focused non-profit.
- **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.

## EXPERIENCE

**Flagship Keyholder, Club Monaco, Boston, MA**

October 2023-present

- Develop and supervise new associates on customer service standards and product knowledge.
- Achieve and exceed personal sales per hour (SPH), clienteling, and data capture goals to drive sales and maintain customer focus.
- Serve as part of the management team for retailer's flagship location with top sales in the company.

**Corporate Development Fulfillment Manager, NASPA, Washington, DC**

August 2022-present

- Lead all fulfillment aspects of tradeshow component for events ranging from 200 to 5,000+ attendees.
- Generate revenues exceeding \$1.2 million annually from external sources through advertising, exhibit, and sponsorship opportunities.
- Manage advertising initiatives in several mediums, including email, magazine, podcast, retargeted, and more.
- Provide customer service and support engagement opportunities for corporate partners.

**Government Relations Coordinator, HACU, Washington, DC**

March-July 2022

- Developed and implemented a strategic plan related to social media and a podcast to increase external engagement with the Government Relations office.
- Increased initiatives reported monthly to the Board of Directors by 50% through the creation of a new system to accurately document activities.

- Drafted written deliverables for publication, including press releases, Congressional letters, and testimonies.
- Collaborated with the Communications and Membership teams to maintain updated marketing materials.
- Provided administrative support to the Senior Vice President and Senior Executive Director in the absence of the Executive Assistant.

**Staff Assistant – Accounting and HR, NASPA, Washington, DC** **October 2018-May 2022**

- Provided 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.
- Led recruitment initiatives for new positions within the Accounting and HR departments.

**PR & Social Media Intern, Keri Shull Team, Arlington, VA** **January-March 2022**

- Devised and led the overall public relations & social media strategy for HyperFast Agent, the organization’s real estate coaching subsidiary.
- Collaborated with the marketing team to create media assets for the press and social media platforms.
- Served as the organization’s point-of-contact for journalists and other external stakeholders.

**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; CQ; Expensify; Google Suite; Harvest; Hootsuite; Microsoft Office; MuckRack; Nexonia; Politico Pro; Sage Intacct; Salesforce
- **Language:** French (beginner verbal, reading and writing); Spanish (fluent verbal, reading and writing)