

GLADYS VALERIA VELASQUEZ MAYORGA
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EDUCATION

Tufts University – GPA: 3.76 *May 2023*
B.A. in History and B.S. in Computer Science
University of Massachusetts - Amherst *received Dec. 2023*
Certificate in Professional Translation and Interpreting, Spanish specialization

EXPERIENCE

Kays Curries *Boston, MA*
Social Media and Marketing Manager *Jan. 2024 – present*

- Create engaging content for social media; design compelling email marketing templates using Canva and HubSpot
- Monitor, analyze, and report on the performance of social media channels and email marketing efforts, using data to drive decisions

Freelancer *Boston, MA*
Marketing, Website Creation *Jan. 2024 – present*

- Created a marketing message and positioning samples for an education software startup, SkillZilla
- Migrated a website emediaprose.com from Wix using the HubSpot CMS, tailoring the design to client preferences
- Helped in the implementation and identification of SEO strategies for the SimplyLaw website

Tufts Admissions *Medford, MA*
Student Communications Group Member *Sept. 2019 – May 2023*

- Conduct interviews with faculty and students, write in-depth profiles and articles featuring Tufts University for JUMBO, Tufts' student admissions magazine
- Develop weekly content and write copy to inform and attract prospective students about the college experience, including blogs, event videos, and social media posts

Public Rights Project *Oakland, CA (Remote)*
Policy Intern, Tisch Summer Fellow *June 2022 – Aug. 2022*

- Analyzed and summarized articles, reports, and congressional hearings pertinent to the implementation of several of Public Rights Project's legal cases and projects, including *Gainesville et al v. DeSantis et al* and a multi-city letter to the Department of Justice
- Cold-called over 350 clients and ran interviews over the phone to assist in data collection for an ongoing labor rights violations investigation

Voice of Witness *Oakland, CA (Remote)*
Communications Intern *Jan. 2021 – May 2021*

- Created social media content to engage audiences across channels, including blog posts, email newsletters, and graphics, and monitored communications and media analytics to formulate engagement recommendations
- Updated VOW's WordPress website: posting new content, redesigning pages, fixing issues, optimizing SEO strategies, and more

The Neighborhood Developers *Everett, MA (Remote)*
Storytelling and Communications Intern *Aug. 2020 - Dec. 2020*

- Called clients, conducted interviews over the phone, and wrote concise, storytelling-focused pieces on their experiences with housing insecurity and how the organization aided them
- Created infographics, flyers, and other design elements for The Neighborhood Developers' social media pages, newsletters, and Instagram
- Researched and reported on urban development topics and managed social media strategies

SKILLS & INTERESTS

- **Certifications:** HubSpot Inbound Marketing
- **Software familiarity:** Canva, Adobe Illustrator, Microsoft Office Suite, HubSpot CMS, HubSpot CRM

