

Jasmine Pineda

jpineda2@mail.umw.edu | (703)-615-2387

EDUCATION:

UNIVERSITY OF MARY WASHINGTON – Spring 2019

Fredericksburg, VA

Bachelor of Arts in Communications and Digital Studies

EXPERIENCE:

Senior Student Coordinator of Publicity

Office of Student Activities and Engagement | University of Mary Washington (Fredericksburg, VA) | August 2018 - Present

- Maintained a weekly blog that keeps the community informed about events hosted by clubs and organizations
- Scheduling social media posts (FB, Twitter, Instagram, Pinterest) and emails (MailChimp) sent to community
- Met with student organizations for marketing consultation and creation of branding materials
- Created and developed welcome month promotional material regarding events to be distributed campus-wide

Campus Programming Board

University of Mary Washington (Fredericksburg, VA) | Productions Chair, May 2017 – Present; Hospitality Officer, August 2015 – May 2017

- Large-scale event planning and contracting for a series of UMW-hosted concerts
- Handled contracting processes and negotiated on behalf of UMW
- Implemented large-scale event scheduling, budgeting, and record keeping services

Student Aid

Office of Annual Giving Engagement | University of Mary Washington (Fredericksburg, VA) | January 2017 – May 2018

- Designed promotional materials for fundraising events
- Excelled in customer service responsibilities through interaction with existing and prospective donors
- Rebranded Social Media Accounts for stronger interactions with the community, donors, and alumni

WMWC Campus Radio

University of Mary Washington (Fredericksburg, VA) | Communications & Publications Manager May 2016 – May 2017; Radio DJ, August 2015 – May 2017; Vice Communication & Publications Manager, August 2015 – May 2016

- Assisted in a variety of positions including Communications & Publications Manager and Radio DJ
- Hosted weekly talk and live-music shows interviewing musicians
- Created content for social media accounts
- Redesigned WMWC website

Blue & Gray Press

University of Mary Washington (Fredericksburg, VA) | Staff Photographer Fall 2016; Staff Writer Spring 2016

- Wrote and photographed about current events and other topics involving the campus community
- Conducted interviews of faculty and students

OTHER EXPERIENCE:

Summer Conference Assistant

Office of Events and Conferences | University of Mary Washington (Fredericksburg, VA) | May 2018 – August 2018

- Coordinated with organizations leading up to date of check in
- Prepared rooms and check-in for guests
- Ensured excellent customer service during their stay, was around on-call rotation

Intern

Arlington County Treasurer's Office (Arlington, VA) | May – August 2016; December – January 2017

- Verified existing accounts within Arlington County Tax System
- Provided Administrative Services accurately and efficiently
- Provided website services for the Treasurer's Office regarding monthly investment reports