

GENESIS GONZALEZ

SUMMARY OF QUALIFICATIONS:

- Seasoned storyteller with more than 12 years' experience in brand management, crisis communications, strategic planning, public relations, and organizational leadership.
- Creative and strategic thinker with the ability to implement short and long-term objectives.
- Well-rounded media professional with the ability to speak both on-and-off camera.
- Problem-solver, collaborator, and team leader particularly, under tight deadlines.

EDUCATION:

Educational Doctorate in Educational Leadership, CAPELLA UNIVERSITY

Master of Fine Arts in Creative Writing, NATIONAL UNIVERSITY

Bachelor of Fine Arts in Broadcast Journalism, CHAPMAN UNIVERSITY

PROFESSIONAL HONORS:

- **CO-PRESENTED AT NASPA 2023: "MAKING YOUR STUDENT AFFAIRS STRATEGIC PLAN A CAMPUS-WIDE SUCCESS PLAN"**
- **PRESIDENT'S LIST, CAPELLA UNIVERSITY – FALL 2021; W/S/S 2002; WINTER 2023**
 - Maintain a cumulative GPA of 4.0.

WRITING PORTFOLIO:

- <https://gonzalezgenesis.com/>

SOFTWARE / SOCIAL MEDIA FLUENCY:

- Microsoft Office Suite
- Microsoft Teams
- Zoom
- Cision
- Meltwater
- Drupal
- WordPress
- Final Cut Pro
- HubSpot
- MailChimp
- Canva Designs
- Adobe Creative Suite
- Google Analytics
- SharePoint
- Sprout Social
- AgoraPulse
- Facebook
- Twitter
- LinkedIn

EXPERIENCE:

Director of Communications, University of California, Riverside Riverside, CA
Jan. 2020 –

- Serve as the vice chancellor for student affairs' senior executive for communications, strategic planning, and crisis management strategies, with responsibility for oversight and direction of those functions and staff.
- Plan and execute the implementation of an integrated strategic communications plan – designed with 40 departments – in alignment with the University's strategic mission.
- Collaborate across administrative units, including admissions, government and community relations, development and alumni affairs, Board of Regents and athletics, to align messages and promote key initiatives of the organization.
- Write, edit, and disseminate communications, including campus announcements, social media, annual reports, newsletters, presentations, and scripts.

- Monitor data analytics and industry trends to maximize strategic communications.
- Lead all major Student Affairs events including Convocation and Commencement.
- Provide quality control for communications while ensuring the consistency of the University brand across all platforms.
- Uphold a culture of excellence, inclusivity, innovation, and creativity.

Public Relations Manager, University of La Verne La Verne, CA
Nov. 2018 – Jan. 2020

- Developed and managed a comprehensive media relations strategy at the local, state, and national levels that encompassed print, digital, and social media.
- Developed positive working relationships with both local and national media.
- Worked consistently to share University stories that embodied a unified message in support of the University's brand to a broad range of targeted, diverse audiences.
- Oversaw the editorial and design production for the bi-annual alumni magazine.
- Coached and mentored members of the Office of Strategic Communications, such as, digital strategist and social media manager.
- Nurtured vendor relationships, including photographers and freelance writers.
- Served as the University president's senior executive for communications, public relations and crisis management.

Sr. Public Relations Specialist, Loma Linda University Health Loma Linda, CA
Feb. 2017 – Nov. 2018

- Served as a public information officer for eight departments across the system, including both hospital and academic programs.
- Generated media placement to highlight prominent staff and faculty, innovative new procedures, and pioneering medical research.
- Created a variety of internal and external communications, including press releases, news stories, monthly blog content and bi-annual newsletters.
- Coached, mentored, and developed the department's public relations specialists through monthly workshops focused on media pitching, persuasive writing, and detailed editing.
- Developed positive working relationships with both local and national media.

Marketing Copywriter, CU Direct Ontario, CA
Oct. 2015 – Feb. 2017

- Generated creative email marketing campaigns that engaged with both clients (credits unions and automotive dealers) on behalf of the company's leadership.
- Crafted original product fact sheets, case studies, and a year-end market report that was presented on behalf of leadership and senior sales consultants.
- Created a company-wide style guide to be used on all marketing communications.
- Developed and proofread various internal and external communications, including executive speeches.

PROFESSIONAL CERTIFICATIONS:

- PRSA LEARNING: **STORYTELLING CERTIFICATE PROGRAM**

PROFESSIONAL MEMBERSHIPS:

- The National Society of Leadership and Success
- Kappa Delta Pi International Honor Society / President (Present), Alpha Kappa Theta at Capella University
- Public Relations Society of America
- Association of College Unions International (ACUI)
- National Association of Student Personnel Administrators (NASPA)