

Gina Lopez

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EDUCATION

Boston University; Boston, MA | May 2015
Bachelor of Science Degree in Mass Communication
Concentration in Public Relations, Minor in Italian

EXPERIENCE

Karmaloop.com; Boston, MA

Copywriting Intern | 01. 2015 - Present

- Write marketing copy for Karmaloop.com and PLNDR.com.
- Contribute to Karmaloop.com blog.

Smart from the Start Inc.; Boston, MA

Account Executive | 09. 2014 - 12. 2014

- Compiled a media list of Boston-based outlets to be used for current and future use.
- Wrote a blog post and news release promoting the organization's annual holiday party.
- Promoted the organization's annual toy drive on all facets of social media.

Hampton Sun; New York, NY

Intern | 09. 2013 - 12. 2013

- Assisted in all facets of social media, marketing, public relations and sales.
- Wrote bi-weekly blog posts that were posted on the company's blog.
- Researched company and industry standards, requests and expectations.

Boston Athletic Association; Boston, MA

Account Executive | 09. 2012 - 12. 2012

- Compiled media lists and sponsor lists.
- Created event time lines and fact sheets.
- Assisted at events with media relations.

EXTRACURRICULAR PURSUITS

Chelsea Middle School Homework Help; Chelsea, MA

Volunteer | 01. 2011 - 04.2014

- Afterschool tutoring and mentoring of middle school students, grades 5-8 with various homework assignments.
- Volunteer works happens once a week for 3 hours.
- Participates and encourages participation of sport and group activities.

Her Campus - Boston University; Boston, MA

Public Relations Committee | 04. 2011 - 12. 2014

- Contributed to the Instagram account on a weekly basis.
- Attend all on campus events to ensure enough staff coverage.
- Publicized Her Campus Boston University events and contests.
- Winner of Stylistics and Her Campus most stylish campus. Honorary mention as most stylish student.

Boston University's Alianza Latina; Boston, MA

President | 09. 2011 - 05. 2012

- Administering overall club affairs, which included planning weekly meetings, yearly events, and managing a six person executive board.
- Planned annual cultural show, Explosion Global which garnered an audience of about 200 students.
- Freshman representative (Fall 2010-Spring 2011).

SKILLS

Fluent in Spanish
Conversant in Italian

Software:

Cision
Microsoft Office
Adobe InDesign