

Alma Rodriguez

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Education

Columbia College Chicago

Anticipated Graduation May 2025

Major BA Degree: Social Media and Digital Strategy

Accepted into the Honors Program

April 2023

Academic Experience/Coursework

Social Media Audits

Spring 2023

- Analyzed current social media presence of a small local business. With this information, I offered strategies that could grow their social media presence through a concise presentation
- Acquired a strong understanding and ability to execute social media listening and SWOT analyses

Social Media Campaigns

Fall 2023

- Collaborated with a small team to create a social media campaign for an imaginary event at a Chicago art gallery
- Led the process of analyzing the current target audience of the art gallery and determining who our target audience for this campaign would be. Also led the process of creating personas for these audiences

Video Editing

Spring 2024

- Edited three 5-7 minute videos that followed a prompt using pre-selected clips
- Acquired a strong understanding and ability to utilize Adobe Premiere Pro and edit following a prompt or script

Situational Analysis

Spring 2025

- Examined financial impact on society by supply and demand, opportunity cost models, and other models

Activities and Volunteer

Operation Snowball: Program dedicated for Healthy Lifestyles for Teens

April 2022 - August 2024

- Used Canva and iMovie to create and post videos and photos promoting this group focused on teen mental health and leadership.

Aurora Puerto Rican Cultural Council

May 2023 - July 2024

- Worked directly with the organization president to create marketing materials for events and their yearly festival.

Varying Visions

August 2022 - May 2024

- Led this Columbia College Chicago campus group, which provides a safe space for all students with disabilities, whether visible or invisible.
- Created social media posts promoting events and meetings.

Employment Experience

Kohl's

August 2020 - January 2021

- Duties included greeting customers, stocking items, closing the store, counting money
- Provided excellent customer and cashier service at this busy department store, securing customer compliments that, in one case, went all the way to the company's chief executive officer at the time, Michelle Gass

Hobbies & Interests

- History, art history, and reading
- Visiting museums, aquariums, and zoos