

COMMUNICATIONS & MARKETING

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MY ROLE IN SUPPORTING FACULTY AND STAFF

- COLLABORATION IN CONTENT DEVELOPMENT FOR ACADEMIC PRESENTATIONS AND PUBLICATIONS.
- GUIDANCE IN ENHANCING SOCIAL MEDIA PRESENCE FOR ACADEMIC AND ADMINISTRATIVE PURPOSES.
- SUPPORTING RESEARCH PROMOTION AND PUBLIC OUTREACH THROUGH STRATEGIC COMMUNICATION.
- ACTING AS A LIAISON BETWEEN FACULTY/STAFF AND THE OFFICE OF UNIVERSITY COMMUNICATIONS FOR MARKETING AND BRANDING INITIATIVES.

MARKETING SERVICES

BRANDING:

- ENSURING THE UNIVERSITY'S BRANDING IS CONSISTENTLY REPRESENTED ACROSS ALL PLATFORMS.

SOCIAL MEDIA:

- MANAGING THE UNIVERSITY'S MAIN SOCIAL MEDIA PLATFORMS.
- COLLABORATING WITH FACULTY AND STAFF TO DEVELOP CONTENT AND STRATEGIES FOR ENGAGING AUDIENCES.

EVENT PROMOTION:

- PROMOTING UNIVERSITY EVENTS TO INCREASE EXPOSURE TO STUDENTS, ALUMNI, AND THE WIDER COMMUNITY.
- UTILIZING THE WEBSITE, SOCIAL MEDIA, AND EMAIL CORRESPONDENCE FOR OUTREACH AND RECRUITMENT.

GRAPHIC DESIGN AND VIDEO PRODUCTION

- PRODUCING HIGH-QUALITY VIDEO AND GRAPHIC MATERIALS THAT ALIGN WITH THE UNIVERSITY'S GOALS.
- PROVIDING FACULTY AND STAFF WITH SUPPORT FOR EVENT MARKETING, PRESENTATIONS, AND ACADEMIC CONTENT.

BRANDING QUALITY CHECKS:

- ENSURING THAT ALL COMMUNICATION MATERIALS COMPLY WITH CURRENT BRANDING GUIDELINES.

SUPPORT FOR DEPARTMENTS AND ORGANIZATIONS:

- ASSISTING STUDENT ORGANIZATIONS, UNIVERSITY COMMITTEES, AND DEPARTMENTS IN THEIR PROMOTIONAL EFFORTS.
- HELPING DESIGN STRATEGIES FOR ENGAGING STUDENTS, FACULTY, AND EXTERNAL STAKEHOLDERS.

ENGAGEMENT CHANNELS:

- OFFERING ASSISTANCE IN CONTENT CREATION FOR WEBSITES, NEWSLETTERS, SOCIAL MEDIA, AND EVENT-RELATED PROMOTIONS.