

Claudia N. Chavira Velez

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PR & Marketing Experience

Family for Every Child

London, UK | May-December 2015

Intern and Consultant in the Membership Support Team working directly under Internal Communications and Engagement Coordinator

- Designed 14 marketing materials including posters, brochures, maps, fact sheets, that were displayed at Assembly of Members to over 40 people
- Improved organization's brand through creating ideas and selecting content (text, photos)
- Translated and transcribed 6 marketing videos from English to Spanish and vice-versa as well as 1 document from Portuguese to English
- Redesigned monthly newsletter, boosted readership from 30% to 55%: gathered content, wrote copy, and edited photos for 8 issues
- Liaised with higher management and outside sources to approve 3 written proposals for new media products; successfully communicated with London-based office from Indiana

Customer Service Experience

Rogers & Hollands

Bloomington, IN | March-December 2014

Sales Associate at Bloomington location of the largest family-owned & operated fine jeweler in the nation

- Met monthly company sales goals— estimated personal annual sales of \$20,000
- Excelled in customer service by guiding customers in the buying process
- Extensive learning and knowledge on diamonds and gemstones; DSA certified
- Created eye-catching displays for jewelry cases to attract customers

Design Experience

Indiana Daily Student

Bloomington, IN | September, 2014-May 2015

Page designer for Indiana University's student-run daily newspaper, circulation 14,000

- Designed 20 pages to attract readership
- Collaborated with a team of 5 on page designs
- Improved design skills through self-teaching and learning from co-workers

TAG Industrial & Safety

Columbus, IN | April 2013

Freelance graphic designer

- Provided freelance work in designing TAG Industrial & Safety's company logo (<http://www.tagindustrialandsafety.com/>)

International Study

London, England | Summer 2015

Took 4 credit hours through Indiana University while working for Family for Every Child; adapted to country's business culture and social norms and explored country with fellow students

Brest & Paris, France | Summer 2012

Studied abroad in France through the IU Honors Foreign Language Program; adapted to the country's social norms by staying with a host family; took classes taught in French and explored the country with fellow students

Education

Indiana University

Expected graduation date: May 2017

Major: Journalism, with concentration in Public Relations

Minors: Apparel Merchandising, French

Grade Point Average: 3.8 on 4-point scale

Skills

Computer: Adobe InDesign CS6, Adobe Premiere CS6, Adobe Illustrator CS5, Microsoft Office Word, Excel, PowerPoint, Twitter, intermediate understanding of HTML and CSS

Language: Native Spanish speaker, English fluency, professional working proficiency in French

Other: Experience in managing and groups of peers, basic editing and camera work, writing, basic photography skills, beginning understanding of CisionPoint

Honoraries

Ernie Pyle Scholar

2013-Present

Honors Journalism program

Hudson & Holland Scholar

2013-Present

Annual scholarship award of \$6,000; program with a strong emphasis on serving the community

Hutton Honors College Member

2013-Present

Access to special honors classes and scholarships

Executive Dean's List

Fall 2014, Spring 2015, Fall 2015

Completed 15 credit hours while earning at least a 3.700 GPA

Founders Scholar

Spring 2013

Award for academic distinction and earning at least a 3.8 GPA

Media School Ambassaor

Fall 2015-Spring 2016

Represent IU Media School in events and tours for incoming freshmen