

Josue Mendez

4260 Katonah Ave. Apt. 7K Bronx, New York 10470
(646) 546-9397

12mendezj@gmail.com
www.linkedin.com/in/mendezjosue

EDUCATION

Baruch College, Weissman School of Arts & Sciences
Bachelor of Arts: Corporate Communication

May 2018
GPA: 3.1

LEADERSHIP EXPERIENCE

Lexicon Yearbook

Editor-in-Chief / President

May 2016 – Present

- Brainstorm new and creative ideas to promote the yearbook brand throughout the entire campus
- Communicate and cooperate with other executive board members in the production of content
- Oversee thorough preparation & proper maintenance of technical equipment used throughout each department
- Assist each yearbook department, which includes photography, marketing, graphic design, etc.

PROFESSIONAL EXPERIENCE

Office of Undergraduate Advisement & Orientation at Baruch College

College Assistant

Mar 2017 – Present

- Furthered sense of community by providing friendly face-to-face interaction with everyone who comes into the office
- Supervised a team of individuals who must help foster the welcoming nature of the office
- Consulted students with their various needs and concerns regarding a plethora of academic issues

Weissman Center for International Business

Communications Assistant

Aug 2016 - Mar 2017

- Facilitated in the creation of appointments for students and answered any questions regarding international affairs
- Constructed new weekly social media posts as well as monitored the analytics of all accounts the office sustains
- Monitored the office in order to keep up an elegant and fresh atmosphere for all who walk in

The Odyssey

Dec 2015 – Dec 2016

Content Writer

- Write weekly articles on current trends and breaking news as pertaining to Millennials and Gen X
- Conduct research through various sources in order to accurately highlight facts and establish credibility

Kool Nerd Club

Marketing Intern

Jun 2016 – Aug 2016

- Supported in the technical aspects of setting up interviews between students and those in their desired job fields
- In charge of creating a website and publicize our organizational goal – to sponsor the idea of chasing passion
- Assisted in marketing the brand to a broader audience, specifically in New Rochelle, Harlem, Bronx

PROJECTS

Brand Revival Advertising Campaign

Feb 2017 - May 2017

- Received a grade of 91 in a project where we were challenged to create an advertising campaign to revitalize and rebrand Oikos - a Greek yogurt

TimeCheck Public Relations Campaign

Feb 2017 - Mar 2017

- A public relations campaign for a fictional watch company was created for my Introduction to Public Relations class; received an A-

Story Memo Multimedia Journalism Report

Mar 2017 - May 2017

- Received an A on a journalism final project where we were expected to write an article and create a video

ACHIEVEMENTS, SKILLS, AND INTERESTS

Baruch Entrepreneurial Intern Fellowship

Jun 2016 – Aug 2016

- Selected for my work in interning at a startup company, which itself presents a list of challenges

Instagram | Suggested User

Oct 2015

- Chosen by the Instagram staff as a representative of what the media platform hopes to see as the standard

Skills: *Advanced:* Adobe Lightroom. Microsoft Word | *Moderate:* Excel, PowerPoint, Adobe Photoshop, Premiere Pro

Interests: Photography, Film, Basketball, Exercise, Sightseeing, Traveling, & Social Media