

# ROMINA GOMEZ SILVA

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## EDUCATION

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University of San Diego

San Diego, CA

*Bachelor of Arts, Communication Studies, Minor in Marketing*  
*Exp. Grad: May 2026*

University of San Diego

San Diego, CA:

*August 2022- Present*

Academy of Our Lady of Peace

San Diego, CA:

*High School Diploma*

*August 2018 – May 2022*

**Awards and Programs:** National Honors Society, California Scholarship Society

**Linkedin:** [www.linkedin.com/in/romina-gomez-a26527262](https://www.linkedin.com/in/romina-gomez-a26527262)

## PROFESSIONAL EXPERIENCE

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American Red Cross

San Diego, CA:

*Communications Intern*

*November 2025- May 2026*

- Drafted press releases, newsletters, and media materials to promote organizational initiatives and community events.
- Assisted in developing and executing public relations campaigns that increased brand visibility and media engagement.
- Created and scheduled social media content to strengthen audience connection and support volunteer recruitment.
- Monitored media coverage and social performance metrics to inform communication strategies.
- Collaborated with cross-functional teams to ensure messaging consistency and alignment with the Red Cross mission.

Salsa Digital

San Diego, CA:

*Social Media Coordinator Intern*

*October 2024- December 2024*

- Produced and edited 10+ high-quality video reels weekly, driving increased engagement and visibility across brand social channels.
- Designed eye-catching visual content and graphics aligned with brand identity for Instagram, Facebook, and TikTok campaigns.
- Conducted market and competitor research to identify trending content styles, optimizing reach and audience interaction.
- Managed community engagement by monitoring DMs, responding to comments, and fostering positive relationships with followers.
- Coordinated and styled photoshoots, ensuring professional composition and brand consistency.

USDtv - University of San Diego

San Diego, CA:

*Field Producer*

*May 2024- December 2024*

- Produced, scripted, and edited original news and feature stories for campus broadcast, reaching an audience of 8,000+ students and faculty.
- Managed all phases of production, from concept development and scheduling to final post-production delivery.
- Conducted on-camera and recorded interviews with university leaders, students, and guest speakers to create compelling, story-driven content.
- Operated professional camera and audio equipment on location, ensuring high-quality visuals and sound under varied lighting and environmental conditions.
- Collaborated with a multidisciplinary team to brainstorm content ideas, maintain brand style, and ensure accurate, engaging

reporting.

**University of San Diego- Graduate Admissions Office**

**San Diego, CA:**

*Student Assistant*

*June 2025- Present*

- Coordinate and support high-profile graduate admissions events, including open houses and information sessions, serving audiences of 100+ attendees.
- Design and produce marketing and advertising materials (digital and print) showcased at major university events, enhancing prospective student engagement.
- Create branded graphics, flyers, and presentations using Adobe Photoshop, Microsoft PowerPoint, and Canva, ensuring consistent and professional visuals.
- Manage event logistics including venue setup, catering coordination, guest registration, and on-site problem solving.
- Assist in developing process improvements for scheduling, communications, and material preparation.
- Expand proficiency in Microsoft Office Suite and other digital tools to streamline workflows and improve team efficiency.

**Alo Yoga**

**San Diego, CA:**

*General Styles Assistant*

*November 2023 – January 2025*

- Delivered personalized, high-end customer service, fostering client loyalty and supporting daily sales goals in a luxury retail environment.
- Maintained expert-level product knowledge to assist clients with tailored recommendations and styling advice.
- Executed daily store operations, including merchandise processing, inventory control, and accurate point-of-sale transactions.  
Collaborated with management to implement floor set changes and visual merchandising standards that enhanced product visibility and sales.
- Trained and mentored seasonal hires on sales techniques, store procedures, and customer engagement best practices.

**Francescas**

**San Diego, CA:**

*Styles Assistant*

*May 2022- August 2022*

- Provided personalized styling and product recommendations to enhance the customer shopping experience and drive sales.
- Maintained store presentation and executed visual merchandising strategies to showcase seasonal trends and boost product appeal.
- Assisted with daily store operations, including inventory management, restocking, and processing transactions with speed and accuracy.
- Supported promotional events and sales campaigns, contributing to increased foot traffic and revenue.
- Built rapport with customers to encourage repeat visits and brand loyalty.

**ADDITIONAL INFORMATION**

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**Technical Training:** Microsoft Office, Adobe Photoshop, Adobe Lightroom, Excel

**Languages:** Bilingual: (Fluent in English, Native Speaker in Spanish)

**Skills:** Excellent interpersonal communication skills in person, writing, and via technology. Highly organized, Operations and team leadership, Inventory and Visuals, Customer Service, Media and Journalism

**Interests:** Production and editing, Hospitality, Public Relations, Social Media, Marketing

**Related Coursework:** public relations, video production, public speaking, fundamentals of marketing, multimedia journalism