

ROMINA GOMEZ SILVA

5945 Linda Vista Rd, San Diego, CA 92110 | rgomezsilva@sandiego.edu | 619-850-9035

PROFESSIONAL SUMMARY

Public relations and communications professional with experience in media relations, brand storytelling, and content creation across nonprofit, hospitality, and lifestyle environments. Skilled in crafting press materials, coordinating interviews, producing digital media, and supporting brand communications for live events and campaigns. Bilingual in English and Spanish with a strong understanding of audience engagement, luxury brand presentation, and storytelling that connects brands with their communities. Passionate about hospitality, travel, and lifestyle communications.

EDUCATION

University of San Diego

San Diego, CA

Bachelor of Arts, Communication Studies, Minor in Marketing

Exp. Grad: May 2026

- **Relevant coursework: Public Relations Writing, Multimedia Journalism, Media Ethics, Interviewing & Reporting**

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

Website: <https://www.rominagomez.com/>

LinkedIn: www.linkedin.com/in/rominagomezsilva

PROFESSIONAL EXPERIENCE

American Red Cross

San Diego, CA:

Communications Intern

November 2025- May 2026

- Draft press releases, media advisories, and editorial materials supporting regional campaigns and community initiatives
- Monitor media coverage and compile daily news briefings for internal leadership and communications teams
- Coordinate media interviews and assist with press logistics for live events and blood drive activations
- Produce bilingual content (English/Spanish) for social media campaigns and community outreach initiatives
- Capture photo and video content on site at events to support storytelling across digital platforms
- Assist with media outreach preparation, backgrounders, and communication materials for regional announcements

Beyond Dining LLC

San Diego, CA

Marketing & Concept Development Assistant

August 2025- Present

- Assist in developing restaurant brand concepts from ideation to launch including positioning, storytelling, and guest experience strategy
- Create concept decks outlining brand identity, audience personas, visual direction, and marketing strategy
- Produce photography and social media content to support brand storytelling and digital presence

- Support marketing initiatives designed to generate awareness for new restaurant openings
- Contribute to experiential design elements that shape the guest experience and brand narrative

USDtv - University of San Diego

San Diego, CA:

Field Producer

May 2024- December 2024

- Produced broadcast segments including research, scripting, and interview coordination under deadline
- Conducted on-camera and off-camera interviews to develop compelling human-interest stories
- Collaborated with editors and producers to shape narratives for broadcast and digital audiences
- Managed production logistics including scheduling, sourcing visuals, and coordinating talent
- Developed strong storytelling instincts and understanding of media cycles

Chamoyess

San Diego, CA:

Social Media Coordinator Intern

October 2024- December 2024

- Produced 10+ weekly video reels and social content to increase brand engagement across Instagram, TikTok, and Facebook
- Identified trending content formats and optimized posts for reach and audience interaction
- Managed community engagement including direct messages and audience interaction
- Styled and coordinated brand photoshoots to maintain consistent visual identity
- Collaborated on content strategy to strengthen brand voice and online presence

University of San Diego- Graduate Admissions Office

San Diego, CA:

Student Assistant

June 2025- Present

- Coordinated logistics for high-volume events, managing schedules, materials, and guest access
- Prepared and distributed event materials and informational packets
- Maintained organized systems for scheduling, communications, and documentation
- Provided on-site operational support, troubleshooting issues in real time
- Assisted with process improvements to increase efficiency and accuracy

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.

PUBLIC RELATIONS & CONTENT SKILLS

Media Relations
Press Releases & Media Pitches
Story Development & Brand Narratives
Event & Hospitality Communications
Social Media Campaign Strategy
Bilingual Communications (English/Spanish)

ADDITIONAL INFORMATION

Languages: Bilingual: (Fluent in English, Native Speaker in Spanish)
Skills: Media Relations • Press Releases • Media Pitches • AP Style Writing • Interview Coordination
 Social Media Strategy • Digital Storytelling • Content Production • Event Communications
 Media Monitoring • News Clipping • Brand Messaging • Hospitality & Lifestyle Marketing
Interests: Travel & Hospitality Communications • Luxury Lifestyle Brands • Storytelling • Media & Digital Content
Related Coursework: public relations, video production, public speaking, fundamentals of marketing, multimedia journalism
PR & Media Tools: Sprout Social • Canva • Adobe Photoshop • Adobe Lightroom • Microsoft Office • Excel, Muck Rack (familiar), Cision
 (exposure), media monitoring tools, editorial research
Writing: AP Style, press releases, media pitches, newsletters, bios/backgrounders
Technical: Microsoft Office, Excel, Adobe Photoshop, Adobe Lightroom, Canva

PORTFOLIO

www.rominagomez.com — Communications, storytelling, and brand concept work