

ALEJANDRA CHAVES

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951-235-8319

PROFESSIONAL SKILLS

- Strong communication and writing skills in English and Spanish.
- Management of the organization's social media.
- Proficient in Microsoft Office Suite (Excel, Word, PowerPoint).
- Knowledge in Adobe Photoshop, Illustrator, and Premier Pro

EDUCATION

California State University Fullerton

- **Bachelor of Arts in Communication and Journalism** Aug 2023-May 2027

Medellin, Colombia

- **Degree in Professional Makeup Zeus Beauty School** May 2023 - July 2023

ACADEMIC ACHIEVEMENTS

- **The John and Jessie Maxwell Communications Scholarship** April 2024
Awarded for my essay detailing career goals in journalism
- **Dean's list** 2023 - 2024
Awarded for academic performance

PROFESSIONAL EXPERIENCE

Assistant in Magazine, LEVEL MAGAZINE, Bogota, COL May 2023 – Aug 2023

- Attended editorial meetings and participated in interviews with women entrepreneurs, gaining valuable insights into their journeys, business strategies, and industry challenges while refining storytelling and journalistic skills
- Assisted in the development of the article "Steampunk: A Retrofuturism World" by conducting research and supporting the editorial team while also managing logistical arrangements for photoshoots to ensure a seamless production process

Instructor student assistant, California State University Fullerton. Jan 2024 – Jul 2024

- Led tutoring sessions for approximately 30 liberal arts students per class, assisted the professor in organizing the class and preparing instructional materials, and graded between 40-60 homework assignments per week to ensure a structured and effective learning environment.
- Streamlined the grading process, reducing turnaround time from two weeks to one day, providing timely feedback that increased student engagement and led to a 10% improvement in academic performance.

Social media producer, National Association of Hispanic Journalists CSUF Aug 2024 – Dec 2024

- Led social media marketing, achieving a 10% growth in Instagram followers, a 200% boost in engagement, and 29,945 views across 14 posts, contributing to a 30% increase in event attendance.
- Managed content creation, including videos, posts, and interviews, while collaborating with the executive board to set goals, track progress, and report key performance metrics.

Service associated, Titan shops CSUF. Aug 2024 – Present

- Operate the cash register efficiently and use store software (MS Suite, inventory, POS) to manage transactions and inventory.
- Maintain a clean work area and assist with inventory control to ensure smooth store operations.

Anchor, Reporter, and Writer, Titan TV – CSUF Feb 2025 – Present

- Anchored and reported for *Al Día* and *The Report*, delivering local, national, and international news in English and Spanish with clarity and professionalism.
- Researched and analyzed stories, wrote several scripts, conducted external research, and coordinated interviews while directing on-air banter and collaborating with production teams for high-quality broadcasts