

Eduardo Gomez | Eduardogomezappleid05@gmail.com | www.linkedin.com/in/eduardo-gomez-912318288
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EDUCATION

University of Central Florida Orlando, FL (Present)

- Pursuing Bachelor's degree in Journalism, minor in music

Valencia College Orlando, FL (August 2022 - December 2025)

- Associate of Arts tailored to Journalism

PROFESSIONAL EXPERIENCE

In The Loop Magazine, Chicago, IL

Contributing Music Journalist (April 2025 - December 2025)

- Write in-depth music reviews, concert recaps, and artist interviews with a strong narrative voice and critical insight.
- Pitch and develop original story concepts that align with publication themes and audience interests.
- Conduct research and artist background analysis to add depth and accuracy to all pieces.

Panda Express, Orlando, FL

Shift Lead (September 2021 - Present)

- Demonstrated leadership skills in fast-paced settings, guiding and motivating team members to achieve collective goals and exceed performance expectations (achieving sales targets, improving customer service scores, reducing order fulfillment time).
- Formulated and implemented a targeted plan that boosted rewards program sign-ups by 50% within the first week, driving customer loyalty and repeat business, with continued growth each subsequent week.
- Successfully doubled team productivity by implementing cross-training procedures for 100% of staff, significantly optimizing workflow efficiency and staff coverage.
- Organized and attended charitable events for Panda Cares, enhancing the brand's visibility and reputation within the community.
- Entrusted with overseeing accurate cash handling and executing closing procedures, including securing the store, setting alarms, and ensuring compliance with all safety protocols and key management.

Lucas Flood Presents, Los Angeles, California

A&R/Marketing Assistant (June 2024 - December 2024)

- Pitched and presented weekly to executives, showcasing various artists with detailed analysis and strategic recommendations.
- Created and led a flowchart system that streamlined the talent scouting process, enabling efficient evaluation of 15 artists weekly, leading to a 50% increase in artist discovery.
- Assisted in booking local emerging artists to perform in The Hotel Cafe in Los Angeles, promoting a new wave of talent within the community.
- Utilized trend analytics to identify key elements (musical style, marketing), enabling the expansion of tailored development plans for artists, building audience appeal and marketability.

Royal Prestige, Guadalajara, MX

Lead Marketer (August 2020 – May 2021)

- Developed and implemented cold-calling strategies to reach potential customers.
- Formulated and refined scripts for phone outreach, increasing lead conversion and improving customer response rates.
- Handled incoming service requests from existing clients, offering solutions and coordinating timely maintenance visits, ensuring high customer satisfaction.

SKILLS

- Proficient in multitasking and effective project management, ensuring timely and organized delivery of high-quality results.
- Adept at delivering clear and concise communication, implementing strong team collaboration, and effectively conveying complex information to diverse audiences.
- Fluent in Spanish, with advanced written and verbal communication skills.