

Juan Pablo Gutierrez

180 River Dr, Jersey City, NJ | <https://www.jpgutierrez.com> | juanpa15gutierrez@gmail.com | 217-590-6026

EDUCATION

University of Wisconsin - Madison | Madison, Wisconsin

August 2020 - August 2024

Bachelor of Science

Majors: Political Science and Life Science Communications

- Certificates: History and Public Policy
- 3.82 GPA, Dean's List 6 Semesters

WORK EXPERIENCE

Majarts Inc | New York, New York

August 2024 – Present

Independent Contractor / Marketing Associate

- Evaluating and revamping both personal and professional websites for the Founder of Majarts
- Overseeing the creation, design, and editing of content and graphics for Majarts' project Taxilandia.
- Creating marketing materials, including newsletters and logos.
- Organizing a social media calendar for the Taxilandia Instagram.
- Generating innovative ideas and developing fresh content for marketing strategies.

Oye Group | New York City, New York

April 2024 – July 2024

Communications Producing Summer Intern

- Managed content creation, graphics and editing for the nonprofit's Instagram, Facebook, and Twitter sites.
- Led the development and optimization of the Oye Group website portfolio.
- Assisted in the organization and development in fundraising activities.
- Provided design consultation in bi-weekly Marketing meetings with Oye Group leadership.
- Created Projects for Social Media Integration and Marketing.

Jubilee USA Network | Washington, D.C.

May 2023 – August 2023

Development and Executive Associate

- Developed, organized and managed content for Jubilee's USA social media accounts.
- Created a social media strategy to boost engagement across their social media platforms.
- Organized databases and donation profiles on NationBuilder.
- Composed press releases and summarized articles that were published on Jubilee's website.
- Processed check deposits and managed financial support for Jubilee USA.

Undergraduate Research Scholar Program | Madison, Wisconsin

May 2022 – May 2024

URS Fellow

- Facilitated discussions on various professional fields for undergraduate students in the Undergraduate Research Scholar Program (URS).
- Supported URS scholars in finding research opportunities at the University of Wisconsin-Madison by assisting them with resume writing, application processes, and providing guidance on research experience.
- Developed class plans for upcoming seminars and sent weekly emails to keep scholars informed about any URS announcement and opportunities.
- Organized meetings and networked with educational staff to create ways to further scholar education.

The Ané Lab: Plant Microbe Symbioses | Madison, Wisconsin

November 2021 – May 2022

Lab Mentee and URS Scholar

- Supported my mentor for over 5 months in collecting, observing, and counting border cells in effort to help determine why nitrogen fixation bacteria appear in Maize Plants.
- Maintained and grew Maize plants in a greenhouse in order to harvest aerial and underground roots from their cells.

Intern Assistant

- Assisted Dr. Velasquez in preparing patients for consultations by rooming them and taking vital signs.
- Supported surgical patients with physical therapy, providing muscle massages and assisting with exercises to alleviate pain.
- Shadowed Dr. Velasquez during orthopedic surgeries, observing the procedures and asking questions to learn more about the surgical process.

Relevant Course/Intern Work

Social Media Plan for Jubilee USA Network, UW Madison | Washington, D.C.

- Assessed various strategies to enhance engagement on Jubilee USA Network's social media platforms.
- Scouted out influencers and thought leaders who could help amplify and increase the impact of Jubilee USA's message.
- Advised on the types of content to share on social media, providing examples that aligned with audience interests.
- Analyzed Jubilee USA Network's target audience and developed content strategies tailored to resonate with them.

Client Website Redesign for Center for Natives People at SUNY College of Environmental Science and Forestry, UW Madison | Web Design for the Sciences

- Communicated with the client to determine goals and identify key design elements for the website.
- Designed a visual layout in Adobe XD tailored to engage with the client's primary audience
- Worked in a team of four to organize meetings and determine deadlines and responsibilities.
- Showcased the redesigned website to the client, detailing the changes and enhancements implemented.

Website Redesign for Sky Vu Theaters, UW Madison | Web Design for the Sciences

- Identified a local business website that required major improvements by recognizing its design flaws.
- Revamped the website's design to enhance its aesthetics, visual appeal and user interface, utilizing Adobe XD.
- Presented the website redesign to the class, explaining the modifications and improvements implemented.

HTML CSS Website Redesign, UW Madison | Web Design for the Sciences

- Developed a basic, functional framework using HTML and CSS for the Sky Vu Theaters website redesign.

Volunteer Experiences

Covid-19 Screener, Monroe Clinic | Monroe, Wisconsin

Summer 2021

- Screened patients for Covid-19 once they entered the clinic by asking them questions about possible symptoms.
- Communicated with patients by answering their questions about the screening.
- Directed patients to their desired locations in the clinic.

Local Reading Summer Camp | Madison Wisconsin

Summer 2019

- Assisted elementary school children to read books as a reading buddy.
- Chaperoned the elementary school children on a field trip

Food Pantry Volunteer, Society of St. Vincent de Paul | Madison, Wisconsin

Fall 2018

- Assisted underprivileged people to pick out their food
- Stocked and organized food items in the kitchen and pantry area

SKILLS

Technical: Proofreading, Microsoft Office, PowerPoint, R (Beginner), Canva, HTML (Beginner), and CSS (Beginner), Adobe XD, Adobe Photoshop (Beginner), Hootsuite, NationBuilder, Squarespace, Wix, Video Editing

Languages: English (Fluent), Spanish (Advanced)