

RAQUEL RAMIREZ

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Summary of Qualifications

Experienced language and cultural educator and business manager with superior interpersonal and customer service skills. Strong work ethic developed over 13 years in various professional settings.

Summary of Skills & Languages

- Proficient in Microsoft Office applications
 - Experience with CMS systems and basic HTML
 - Proficiency in Spanish and English
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PROFESSIONAL EXPERIENCE

MARKETING AND RESEARCH

AUSTIN, TX

Magee&Magee <http://mageeandmagee.com/>, August 2015-current

- Provides support for consultants in preparing, revising and finalizing legal and written documents
- Properly reviews, proofread and assisted with any materials, including documents, reports, memos, briefings, presentations, forms and other items ensuring accuracy and completeness
- Retrieves (and/or received) and stored documentation, following the established system.
- Maintains an excel index of all filed documentation that ensures fast retrieval of documents
- Performs clerical typing duties to generate documents as necessary
- Coordinates marketing strategies such as website edits, firm advertising and outreach.

MARKETING AND COMMUNICATIONS DIRECTOR

AUSTIN, TX

Cooking Up Cultures, June 2015-April 2016

- Manages the development, distribution, and maintenance of CUC's website
- Creates and launch press releases and marketing campaigns.
- Develops internal publications such as newsletters, releases, email announcements, planned publications, on-line, intranet, video, special projects and assignments.
- Coordinates the appearance of all Organization print and electronic materials such as letterhead, use of logo, brochures, etc.
- Develops short- and long-term plans and budgets for the marketing/communications/ public relations program and its activities, monitor progress, assure adherence and evaluate performance

AD QUALITY RATER

AUSTIN, TX

ZeroChaos (Google Project), www.zerochaos.com, www.google.com, January 2015-September 2015

- Reported and tracked the visual quality and content accuracy of Google advertisements
- Used an online tool to examine advertising-related data of different kinds and provide feedback and analysis to Google
- Examined and analyzed text, web pages, images, and other kinds of information, following Google specific evaluation instructions for each type of task

STUDENT SERVICES REPRESENTATIVE

AUSTIN, TX

International Studies Abroad (ISA) www.studiesabroad.com, January 2014 – June 2014

- Contacted prospective students generated from campus visits, online inquiries, catalog requests and general inquiries via phone and email
- Identified strength of leads and continued tracking prospective students
- Scheduled follow-up phone calls and emails with interested students
- Provided objective program comparisons to help students make unbiased decisions
- Advised prospective students on the study abroad process for their university, major, etc.
- Communicated with students via ISA Live Chat
- Developed new methods to effectively reach prospective students

SPAIN SITE SPECIALIST

AUSTIN, TX

International Studies Abroad (ISA) www.studiesabroad.com, March 2013-January 2014

- Acted as main point of contact for all incoming inquiries regarding program details
- Served as main liaison between international offices and US-based headquarters
- Processed program evaluations, which included academic, cultural and safety aspects of the program
- Updated program information on website through a content management system (PHP and limited HTML)
- Corresponded and met with U.S. consulates to provide visa support to students

COMMUNICATION TEAM-GLOBAL COMMUNICATIONS MANAGER*International Studies Abroad (ISA) www.studiesabroad.com, June 2012-December 2013*

AUSTIN, TX

- Managed and edited internal promotional publications
- Conducted interviews, research, and wrote news releases, articles; maintained interface with departmental personnel to elicit news and promotional items of interest

ON-SITE RESIDENT DIRECTOR*International Studies Abroad (ISA) www.studiesabroad.com, St. Edward's University, July 2011*

SAN JOSE, COSTA RICA

- Ensured the health, safety and security of all the participants of the program and professor
- Organized volunteering opportunities in local residential home for elderly people
- Travelled with the participants of the program to the scheduled excursions

UNIVERSITY RELATIONS REPRESENTATIVE, VIRGINIA, MARYLAND

AUSTIN, TX

International Studies Abroad (ISA) www.studiesabroad.com, August 2010- March 2013

- Recruited students to participate in ISA programs by visiting campuses, giving presentations, and publicizing ISA
- Developed new and maintained existing relationships with U.S. university study abroad offices
- Provided detailed reports of visits, events on-campus, and pertinent correspondences with universities
- Organized all logistical travel reservations in compliance with company policy

ON-SITE RESIDENT DIRECTOR

GRANADA, SANTANDER, MADRID, MALAGA, SPAIN

International Studies Abroad (ISA) www.studiesabroad.com, September 2002-July 2010

- Designed program cultural activities and excursions
- Organized and implemented program academic offerings in collaboration with host institution
- Managed critical situations including health, safety and housing
- Ensured at all times students' welfare, satisfaction and good academic standing in the program
- Arranged student arrival and departure logistics
- Resolved conflicts involving parents, students and/or universities
- Recruited, hired, trained and evaluated performance of employees; empowered staff; terminated employees
- Resolved customers' questions and concerns about academics, housing and cultural differences among others

TEACHING ENGLISH AS A FOREIGN LANGUAGE (TEFL) TEACHER

GRANADA, SPAIN

Granada College, 2000-2002

- Taught grammatical, verbal, and cultural aspects of English language to non-English speakers
- Created and implemented all lesson plans and materials, monthly student progress reports and semester exams
- Facilitated student learning for a wide range of learning abilities and styles

EDUCATION

MASTERS IN PUBLIC RELATIONS AND COMMUNICATIONS

Universidad Autónoma de Barcelona, 2010-2012
Global Getaway Program: PR, Marketing and Media
Fordham University, March 2011

ONLINE EDITION

NEW YORK, NY

CERTIFICADO APTITUD ACADEMICA (C.A.P.) – SPANISH TEACHING CERTIFICATE

University of Granada, September 1999-March 2000

GRANADA, SPAIN

BACHELOR OF ARTS IN ENGLISH LANGUAGE AND LITERATURE

University of Granada, 1995-1999

GRANADA, SPAIN

FURTHER EDUCATION

ITALIAN LANGUAGE – B1 LEVEL

GERMAN LANGUAGE A2 LEVEL

CERTIFICATE OF ADVANCED ENGLISH

NATIVE LANGUAGE: SPANISH

VOLUNTEER EXPERIENCE

MARKETING AND COMMUNICATIONS DIRECTOR

Cooking Up Cultures, June 2015-March 2016

AUSTIN, TX

TUTOR (BILINGUAL)

El Buen Samaritano, February-May 2015

AUSTIN, TX

ELEMENTARY READING CLASSROOM COACH

Austin Partners in Education, November 2014-May 2015

AUSTIN, TX

SPANISH INSTRUCTOR, CURRICULUM TEAM, SALES TEAM

Cooking Up Cultures, October 2014-June 2015

AUSTIN, TX

ADULT WORKFORCE COUNCIL-EMPOWER CLASS VOLUNTEER

Skillpoint Alliance, October-November 2014

AUSTIN, TX
