

# J. Ace Alcantara

Lakewood, CO • 850.384.4696 • ace.m.alcantara@gmail.com • acemarie.com

## EDUCATION

### University of Denver

Denver, CO

*Bachelor of Arts in Strategic Communication and Political Science*

Expected Graduation: June 2024

- **Major GPA:** 4.0; Overall GPA: 3.6
- **Relevant Courses:** Strategic Communication Seminar, Social Media Strategies, Producing Video for Social Media

## PROFESSIONAL EXPERIENCE

### Metro Caring

Denver, CO

*Digital Communications Intern*

June 2023 - Present

- Developed and implemented digital communication strategies to increase overall brand awareness and impressions across social media channels by 76%, including Facebook, Twitter, Instagram, and LinkedIn.
- Orchestrated and managed a successful annual fundraising social media campaign, resulting in the sale of over 200 tickets and meeting the event's attendance goal.
- Utilized Canva and Adobe Illustrator to create digital assets, including banners, info graphics, email signatures, and social media graphics.
- Managed monthly email campaigns in MailerLite, overseeing the creation of newsletters and promotional materials, while achieving an average open rate of 35% and a click rate of 2.5%.

### Media Film & Journalism Studies, University of Denver

Denver, CO

*Strategic Communications Seminar - Account Director*

April 2024 - Present

- Spearheaded a team of 6 students in the strategic development and execution of a dynamic communications campaign, ensuring alignment with project objectives and deadlines.
- Directed and guided team members in their respective roles, overseeing task delegation and fostering a collaborative working environment conducive to creativity and productivity.
- Acted as the primary liaison between the team and the professor, adeptly addressing any challenges or concerns while maintaining open lines of communication.
- Implemented robust progress tracking mechanisms, generating weekly reports to monitor project milestones, identify bottlenecks, and optimize workflow efficiency.

### Smedley Events

Centennial, CO

*Content Creation Coordinator*

June 2023 – October 2023

- Oversaw the end-to-end video production process, from conceptualization to post-production, managing project timelines, coordinating with teams, and delivering high-quality video assets.
- Developed and maintained a library of video assets, ensuring easy access and repurposing of video content across various marketing channels.
- Implemented creative techniques, such as motion graphics and visual effects, to enhance video content and elevate the brand's visual identity.

## SKILLS

**Technical:** Adobe Photoshop, Illustrator, Premiere Pro, After Effects, Davinci Resolve, Buffer, MailerLite, Canva

**Computer:** Microsoft Office, HTML, CSS, Javascript, jQuery, Wordpress, Figma, Asana, Blender, RStudio

**Soft Skills:** Project Management, Collaboration, Time Management, Problem Solving, Conflict Resolution