

JESSE P. PLAZA

(512) 585-2144 ▪ jesse@lordplaza.com

PROFESSIONAL PROFILE

Versatile communication professional with affinity for and experience in electronic media and digital culture.

Key qualifications include:

- Outstanding ability to relate well to people at all levels and works well within a fast paced team environment
- Strong writing capability for informative and promotional material, including AP style and technical documentation
- Lifetime passion for interpersonal communication, including public and presentational speaking

EDUCATION

St. Edward's University , Austin, TX	<u>Master of Business Administration</u> <u>Bachelor of Arts, Communication</u>	<i>In Progress</i> Class of 2015
---	--	-------------------------------------

EXPERIENCE

- St. Edward's University**, Austin, TX
Office of Information Technology - IT Communication/Technical Analyst January 2016 – Present
- Coordination and management of campus IT communication projects for hardware, software, and enterprise system products
 - Creation and delivery of IT communication campaigns, including print, digital, video and audio production, event logistics, and resource management
 - Guidance, support, and adoption recommendation for university digital ecosystem elements
 - Upper-level desktop support and student employee management for IT department
- Office of Advancement - Annual & Individual Giving Intern (part-time)* January 2014 – May 2015
- Managed and coordinated the St. Edward's Fund Phonathon, an annual student-staffed donation drive
 - Accounted for record keeping and daily organization of Phonathon donation funds and employees, script writing, event planning, and content creation for University Advancement events and projects
 - Oversaw 50% growth over year of the Phonathon program and 45% reduction in student staff turnover
 - Transitioned from in-house prospect management database to 3rd party software during 2014 season
- SmartTouch Interactive**, Austin, TX, Marketing Communication Intern (part-time) July 2015 – November 2015
- Managed clients for online real estate CRM software platform
 - Assisted with market research and client social media management, copywriting, PPC & CRM client reporting, and system database querying, management and organization
 - Coordinated video development of internal/external promotional content (client videos, product demonstration)
- Topper Radio**, Austin, TX, Executive Director April 2014 – May 2015
- President of the Topper Radio Executive Board, acting Operations Manager, and liaison between student staff and external media organizations
 - Drove growth and development of the University radio station, including recruitment, on-campus presence, event logistics, and national award recognition
 - Managed social media strategy, promotional material production, club record keeping, budget management, weekly meeting leadership, and representation to University officials
 - Accepted nomination for 2015 mtvU Woodie Award for Best College Radio Station and coordinated related publicity campaign
- Plaza Media**, Austin, TX, Voiceover Artist & Founder (self-employed) May 2011 – Present
- Freelance voiceover artist with a focus in narration, training, and e-learning
 - Proficient in all aspects of audio production, including recording, editing, mixing, and mastering voice content
 - Five years of experience in professional voiceover with clientele ranging from digital learning nonprofits to entertainment