

RAQUEL C. BATISTA

EDUCATION

Florida International University (FIU)

Master of Science in Mass Communication – Global Strategic Communications, 4+1 Accelerated Master's

Miami, FL

December 2023

Certificate in Conflict Resolution and Consensus Building

Bachelor of Science in Public Relations, Advertising, and Applied Communication

April 2022

Certificate in Professional and Public Writing

- GPA: 4.0 | Dean's List (Fall 2018-Spring 2022) | Honors College

EXPERIENCE

Marketing Analyst, Dell Technologies, Homestead, FL

July 2022 – Present

- First Rotation: Partner Evolution Management - Regional Partner Management Team

President, FIU PRSSA, Homestead, FL

December 2021 – Present

- Build the new leadership team's foundation to ensure the continuation of the chapter:
 - Co-designed leadership team structure by establishing committees, positions and responsibilities
 - Created internal communication structure on Google Shared Drive and Slack Workspace
 - Established brand guidelines by selecting consistent colors, voice and tone, defining social media best practices, and designing the chapter's online presence aesthetic
 - Co-rebranded logos and website by improving visual appeal and updating content
 - Created the chapter's first branded tablecloth for networking events
 - Co-recruit guest speakers to present at general body meetings and host workshops by following improved recruitment guidelines
 - Co-recruit general members and leadership team members to drive the chapter's growth

Global Marketing Intern, Dell Technologies, Homestead, FL

May 2021 – August 2021

- Coordinated the Global Alliance team by ensuring all parties had timely access to team communication and informational resources
- Consolidated the efforts of the Dell core team in a Dell and Intel co-marketing project to present to senior vice president and staff

President, FIU Honors College HEARTS Art Club

October 2018 – April 2022

- Established the club's current structure by co-creating official logo and redesigning internal communication, planning and execution
- Supervised performance of Executive Board members and recruited 3 new leaders to guarantee the continuation of the club
- Implemented and managed 3 to 6 semesterly projects for the Executive Board's and club's advancement
- Collaborated with more than 7 FIU Staff on semester preparation, events and fundraising efforts to promote student engagement

Vice President

- Created a welcoming environment by engaging members through group discussion and activity participation

Historian

- Designed and implemented digital marketing efforts to inform current and recruit prospective members

Lab Technician, FIU College of Business – Technology Support Center

July 2019 – April 2021

- Communicated in English and Spanish with more than 100 people of diverse races, ethnicities and cultures to complete projects
- Assigned as trainer for colleagues in customer service for telephone and in-person technical support
- Troubleshoot as many as 5 weekly audio/visual technology technical difficulties to ensure successful class meetings and events

Project Partner, Project Qingzhen, Miami, FL

July 2020 – August 2020

- Conducted a comprehensive overview of Qingzhen Luan's professional blog, artist blog, résumé, LinkedIn profile and Handshake profile, which helped her earn an internship for the Fall 2020 semester
- Taught English speaking, writing, editing and proofreading skills to strengthen Qingzhen's command of English
- Idiomatically transitioned all written content from a Mandarin speaker's perspective to an English-speaking audience's perspective

Social Media Intern, Ujima Men's Collective, West Palm Beach, FL

June 2019 – December 2019

- 20th Anniversary Conference, Tampa, FL
 - Directed Public Relations by conducting interviews with 2 attendees to assess their conference experience and receive feedback
 - Assisted Guest Relations from check-in to departure for 85 attendees, ensuring a smooth conference experience
 - Provided more than 50 photographs and videos for the Black Same Gender Loving Men non-profit's promotional efforts
- Designed 10 flyers and other promotional media for events such as fundraisers to attract new and inform confirmed attendees

SKILLS & CERTIFICATES

Bilingual in English and Spanish | English: Full professional proficiency | Spanish: Intermediate speaking/writing

Intermediate Graphic Design; Intermediate Website Design

Certifications: Customer Service: Problem Solving and Troubleshooting (LinkedIn); Client Certification – Influencers (Meltwater)