

# JULIA PACHECO-COLE

4403 Waterford Valley Dr #213 | Durham, NC 27713 | 803.537.1024 | jlc487@cornell.edu

## EDUCATION

### **Cornell University – Ithaca, NY – Bachelor of Fine Arts, May 2017**

- 2017 Angel Hierro Pa'lante Award
  - o Awarded to a staff member, student, or faculty member who has shown outstanding service, commitment, and dedication to the Latino community during their time at Cornell.

## EXPERIENCE

### **Kitchen Theatre Company, Design and Marketing Fellow**

**Aug 2017 - June 2018**

*Ithaca, NY*

- Create and implement all new branding for brochures, posters, newsletters, advertisements, programs, and building signage.
- Produce social media materials, maintain and update website content.
- Primary event photographer and videographer, compile mini-documentaries and audience response videos.
- Plan and execute events and campaign strategies to attract and retain new patrons.
- Assist with front of house duties including welcoming patrons, setting up, selling tickets, and bartending.

### **Cornell University, Latino Living Center, Media Coordinator**

**Sep 2014 - May 2017**

*Ithaca, NY*

- Generated publicity materials, weekly newsletters, and videos for the Latino student community.
- Managed all social media accounts including Facebook, Instagram, and Orgsync.
- Held regular open office hours and worked with staff to create events for the residential community of 55, as well as out-of-house members and other affiliated students.

### **Cornell University, Summer College, Special Projects Coordinator**

**May - Aug 2017**

*Ithaca, NY*

- Developed programming for student employee and graduate intern staff of 30.
- Implemented program-wide activities for 900 high school students enrolled in the Cornell Summer College.
- Coordinated a career week for ACUHO-I graduate interns to prepare them for applying to jobs in higher education.
- Supported administrative staff in the Summer College office by answering phone calls and completing office tasks.

### **Cornell University, Prefreshman Summer College, Activities Coordinator/Program Assistant**

**Summer 2014 & 2015**

*Ithaca, NY*

- Collaborated with multiple advisers to create exciting and educational activities for over 150 matriculating freshman of color.
- Developed and implemented polls for student feedback to improve events and programming through the summer.
- Supervised a group of peer student staff and delegated tasks for large scale activities and events such as documentary screenings, dance parties, a talent show, and other events.

## ACTIVITIES

### **Hermana of Latinas Promoviendo Comunidad/Lambda Pi Chi Sorority, Inc.**

- Southeast Regional Marketing Chair, Regional, 2018
- 30th Anniversary Weekend Marketing/Design, National, 2018
- Marketing: Kappa Chapter (Duke University), Rutgers University, High Point University, 2018
- Alumni Advisor, Alpha Chapter, 2018
- New Membership Education Committee, Alpha Chapter, 2017

## SKILLS & ABILITIES

Microsoft Office • Adobe Creative Suite • Photography & Videography • Final Cut Pro X • Residential Life & Diversity Training  
• StarRez & Maxient • MailChimp & Constant Contact • Social Media Marketing • HTML & CSS