

# LAURA ROMAN

(787) 960-1656 | lsroman@syr.edu | [www.linkedin.com/in/LauraSRomanLopez](https://www.linkedin.com/in/LauraSRomanLopez)

## EXPERIENCE

### Syracuse.com

Reporting Intern

Syracuse, New York

January 2024-Present

- Write one to three articles a week for [Syracuse.com](https://www.syracuse.com) and [This Is CNY](https://www.thisiscny.com), a multimedia platform that highlights community leaders and businesses
- Produce and edit multimedia content (long-form video, short-form video, audio, photography) using Adobe Premier, Adobe Audition and Adobe Lightroom

### Syracuse University

Research Assistant

Syracuse, New York

September 2023-Present

- Collaborate alongside professors and other students on a Knight Foundation Grant titled "Co-Producing Disinformation Interventions on Syracuse's South Side"
- Use Qualtrics and Excel to identify and analyze quantitative and qualitative data collected from different community-based interventions that have been carried out in Syracuse
- Write one to three articles a month for The Stand, a digital newspaper that covers the South Side community in Syracuse

### AbbVie

Marketing Commercial CO-OP

San Juan, Puerto Rico

February 2022-August 2022

- Designed and hosted a training event about the High-Performance Team model to over 40 senior and executive level employees
- Supported the company's brand teams and marketing managers in learning about new working models being integrated into the affiliate company
- Created digital and promotional documents to be used in internal company projects centered on Design Thinking
- Aided in event planning for different activities such as In-field member and brand team trainings

### Modern Day Wife

PR & Events Intern

Remote- United States

July 2021-December 2021

- Helped in event planning for activities directed towards female entrepreneurs
- Contributed to social media outreach and content creating for Instagram using Canva and Figma
- Completed administrative work, assisting in writing contracts and emails to ensure effective communication with clients

## EDUCATION

Syracuse University, S.I. Newhouse School of Public Communication, Syracuse, N.Y.

July 2024

Master of Arts in Magazine, News, and Digital Journalism

Universidad del Sagrado Corazón, San Juan, P.R.

December 2022

Bachelor of Arts in International Studies

GPA: 3.90/4.00

## SKILLS

- Operating Systems: Windows; MAC OS
- Microsoft Office Suite (Word, Excel, PowerPoint, SharePoint, Power BI); Prezi; Google Suite; Adobe Creative Suite (Illustrator, Premier, Photoshop, Lightroom, Audition), HTML, CSS, WordPress, Arc XP, Figma and Canva
- Native Spanish speaker

## CERTIFICATES

Grow with Google

Foundations for Digital Marketing and E-commerce

April 2023

University of Virginia

Design Thinking for Innovation

March 2022

UPEACE Human Rights Center

Gender, Development, and Human Rights

December 2021

Peace Corps

Peace Corps Prep Certificate- Youth & Development

November 2021

Collaborative Institutional Training Initiative (CITI) Program

Social & Behavioral Research Certificate

October 2021