

Jasmine Mendez-Paredes

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PROFESSIONAL SUMMARY

Results-driven and detail-oriented communication professional with a solid foundation in marketing, research, and proposal support. Skilled in coordinating service workflows, supporting government stakeholders, and communicating effectively across teams. Background in corporate communications, graphic design, event planning, and customer service.

RELEVANT EXPERIENCE

CBRE GOVERNMENT & DEFENSE SERVICES

Service Order Dispatcher (DoD Contractor)

Bethesda, MD

Feb 2025 - Present

- Track customer issues and identify performance trends, improving resolution times and reducing call length by 20%.
- Develop and design ticket audits and weekly performance dashboards using BCS (Business Intelligence Commons Services), improving performance levels by 15%.
- Manage 120+ weekly facility requests with accurate documentation and compliance to federal government requirements.

SHEIN TECHNOLOGY LLC

Public Relations Intern

Washington, D.C.

May 2024 - Aug 2024

- Produced weekly deliverables including presentations, newsletters, press releases, and reports, ensuring brand consistency.
- Collaborated with cross-functional teams to launch a SharePoint intranet page reaching 10,000+ employees and tracked engagement metrics.
- Monitored coverage across 50+ media outlets; prepared Excel/PowerPoint reports identifying media trends and opportunities.

AARP DC STATE OFFICE

Communications & Advocacy Intern

Washington, D.C.

July 2022 - Dec 2023

- Drafted and edited 30+ marketing collateral, such as blog posts, newsletters, social posts, client stories, and videos while maintaining brand accuracy and consistency.
- Partnered with 5 regional offices to optimize outreach, boosting webinar attendance by 25% through A/B testing.
- Assisted execution of 10+ anchor campaigns and prepared post-campaign reports with ROI metrics.

MARYLAND CENTER FOR HISTORY AND CULTURE

Social Media & Communications Intern

Baltimore, MD

Feb 2022 - May 2022

- Executed a social media campaign that raised \$25,000, exceeding goal by 7.6%.
- Managed multi-platform content calendars and analytics reporting, achieving a 32% increase in site visits and 34% growth in page likes in 15 weeks.
- Designed digital content (email newsletters, social posts) to strengthen stakeholder engagement and donor retention.

EDUCATION

MS, Communication Studies

Stevenson University

May 2025

BS, Business Communication

Graphic Design & Event Planning Minor

Stevenson University

May 2024

SKILLS

- **Microsoft Office** (Word, Excel, PowerPoint, Outlook)
- **Adobe Suite** (Photoshop, Illustrator, InDesign)
- **Analytics** (Google Analytics, Hootsuite)
- **Brand Strategy & SEO Optimization**
- **Email Marketing** (MailChimp)
- **Social Media** (LinkedIn, Facebook, Instagram, X)
- **Video Editing** (Final Cut Pro)
- **Interpersonal & Team Collaboration**