

# MIRANDA ROMERO

Communications | Social Media | Sports Marketing | Multi-Media

C: 575-640-7158 | E: [Romero.n.miranda@gmail.com](mailto:Romero.n.miranda@gmail.com) | LinkedIn: mirandar\_03 | Address: 4316 Capistrano Ave. Las Cruces, NM 88011

**Objective:** My background involves working alongside public media on a scale ranging from local outreach to professional sports in departments, including PR, marketing, community and player relations, and social media engagement. My ability to communicate with a diverse audience, work in a fast-paced and group setting, and understand the dynamics of several sports helps me succeed in many sports-related roles.

## Skills

- Interpersonal communication
- Time management
- Detail oriented & thorough
- Excel in both group and individual work settings

### Compute Software:

- Microsoft Word,
- Excel, Canva, InDesign, Sprouts Social
- Google Suite

## Summary:

A senior enrolled at New Mexico State University (NMSU). Pursuing a bachelor's degree in Mass Media and Communication- Public Relations; minors include: Sports Marketing, Advertising, and Social Media Management. Member of the NMSU Eta Lambda Chapter of the Delta Gamma Sorority- serving as President. Working for the previous three years, as a Sports Marketing intern for the NMSU Athletics department and partaking in a part-time fellowship with our NMSU Athletic Director. Serving on the Executive Council for Panhellenic, overseeing all campus female Greek life student activities, and a current Crimson Scholar. Previous professional experience in professional football and motorsports

## Experience:

**Pro Football Hall of Fame | Canton, OH | 06/24-08/24 | Volunteer Management and Hall of Famer Relations Intern**

Duties: helping facilitate Hall of Famer's weekly in-residence programs, coordinating and collaborating with community organizations for Enshrine visits and Enshrinement events, creating credentials for all people and NFL personnel involved in events including Gold Jacket Dinner, Enshrinement Ceremony, and Hall of Fame Game, serve as a member of the hiring committee for museum volunteers, worked with NFL League offices to organize and lead two Make a Wish children during their wish trips for Enshrinement Week

**NASCAR | Daytona Beach, FL | 05/23-08/23 | NASCAR Marketing Intern**

Duties: development of social content, tracking media impressions and audience engagement, collaborating with public media on interviews/ press releases/ ect., mapping and scheduling all social posts, communication with Cup Series drivers & teams for hospital visits/ signings

**New Mexico State University | Las Cruces, NM | 12/21-current | NMSU Athletic Director Fellow**

Duties: work internally with athletic and football operations, outsource to local and regional distributors to carry our NMSU Athletic branded products, maintain weekly communication with athletic program investors and donors, organize the two annual golf outings, curate and generate content for social platforms, organize public appearances for our athletes and athletic director

**New Mexico State University | Las Cruces, NM | 12/21-current | Sports Marketing Intern**

Duties: promotional advertisements, social media and live crowd engagement during games. Administrative and office tasks, directly working with NMSU Athletic Director, Mario Moccia and the rest of the university athletic faculty.

**Bionic Barbell | Las Cruces, NM | 08/22- current | Marketing and Social Media Manager**

Duties: overseeing social media accounts, plan & brainstorm for social platforms, develop new merchandising designs, community outreach & local sponsorships

## Education:

**New Mexico State University | Las Cruces, NM | 08/21-current | GPA: 3.9**

Graduation Year: 2025 | Bachelor's Degree

## Accomplishments

- NMSU Crimson Scholar
- NMSU 2024 All Greek Women
- Delta Gamma Sorority- President
- National Panhellenic Council VP Recruitment
- 2021 New Mexico Broadcast Anchor of the Year

## Outreach/ Involvement

- Service For Sight Nonprofit Volunteer Biweekly
- Kendra Scott Ambassador
- NMSU Marketing/ Athletics
- NMSU Student Government Roadrunner
- New Mexico Organ Transplant Ambassador
- Cancer CARE