

JORGE FRAUSTO

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Personal Summary

Communication specialist with expertise in digital media and content creation, known for producing impactful multimedia projects that boost brand visibility. Skilled in campaign management and collaboration, aiming to apply data-driven strategies to a dynamic marketing role.

Skills

- Digital Marketing Strategy
- Content Creation & Strategy
- Social Media Marketing & Campaign Management
- SEO Optimization & Data Analysis
- Video Production & Editing (Adobe Creative Cloud)
- Email Marketing & CRM (Salesforce)
- Project Management
- Interpersonal Communication
- Administrative Support (Microsoft Office Suite)

Experience

Transfer Credit Evaluation Specialist II 01/2022 to Current
Southern New Hampshire University

- Ensured compliance with accreditation standards to support institutional integrity, managing 50+ credit transfer requests per week.
- Facilitated seamless credit transfers, driving enrollment growth for over 300 students each term.
- Optimized interdepartmental collaboration, resulting in faster evaluations and a measurable increase in student satisfaction.
- Achieved 98% accuracy in program evaluations by following detailed review protocols.

Academic Advisor 07/2020 to 01/2022
Southern New Hampshire University

- Guided over 250 students each term, achieving a 90% persistence rate through tailored academic planning and proactive support.
- Consistently met a 24-hour response SLA, enhancing trust and fostering student engagement.
- Strengthened academic engagement by designing and implementing programs for underperforming student demographics.
- Enhanced first-year student success by developing and overseeing 4-term academic plans for new advisees.

Spanish Interpreter 03/2018 to 07/2020
Cyracom International

- Conducted over 200 translations per month, ensuring clear and accurate communication in healthcare, finance, education, and hospitality sectors.
- Provided culturally attuned and precise interpretation, maintaining 99% client satisfaction.
- Surpassed operational goals by managing up to 20 calls per day, enhancing service efficiency.

Video Producer & Editor 02/2016 to 03/2018
Game On Media Lab, LLC

- Delivered over 100 multimedia projects across various formats, consistently achieving high-quality results.
- Ensured 95% on-time completion of video projects, leveraging expertise in Adobe Creative Suite.
- Streamlined editing processes, reducing post-production time by 30%.

Education

Master of Arts: Communication, New Media and Marketing 08/2024
Southern New Hampshire University Manchester, NH

- *Relevant Coursework:* Strategic Communication in a New Age, New Media Campaign Design & Marketing, Digital Tools and Teams, Communication for Leadership, Pen to Platform.
- *Capstone Project:* Designed, developed, and executed a comprehensive communication campaign, synthesizing prior coursework and practical experience to demonstrate competency in digital marketing and communication strategies.

Bachelor of Arts: Digital Filmmaking And Video Production 12/2017
The Art Institute Tucson, AZ

- *Relevant Coursework:* Screenwriting/Writing for Media, Short Form Media Production, Digital Audio/Video, Cinematography & Lighting, Advanced Editing & Sound Design.
- *Senior Project:* Produced, directed and edited a short film exploring innovative storytelling techniques in digital media.