

# Christina Alvarez

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## **EDUCATION**

### **UNIVERSITY OF MARYLAND, COLLEGE PARK, MD**

College of Arts and Humanities (ARHU)

Bachelor of Arts in Communication – Social Influence Track

Minors in Rhetoric and Philosophy

August 2019 – Present

Expected Graduation: May 2023

GPA: 3.83

- Dean's List for Fall 2019, Spring 2020, and Fall 2020
- Relevant coursework: Analyzing Media Practice through Theory (A+); Seminar in Mediated Communications: Media Literacy (Grade: TBD); Persuasion and Rhetoric in Social Media (Grade: TBD)

College Park Scholars

Media, Self & Society Program

Invite-only Living Learning Program

August 2019 – Present

- Learned about the effects of social media on our beliefs, relationships, and self-perception, the ways in which news and entertainment media can represent – or misrepresent – marginalized communities, and viral deception and online misinformation over the course of three semesters

## **WORK & LEADERSHIP EXPERIENCE**

### **COLLEGE PARK SCHOLARS – MEDIA, SELF & SOCIETY PROGRAM**

Undergraduate Teaching Assistant

January 2021 – Present

- Led in class activities and lessons about various topics within media, such as the effects of Snapchat and media privacy
- Developed interesting and engaging topics for class in collaboration with the program director and program coordinator

Social Media Engagement Coordinator

August 2020 – Present

- Developed original content and creative ways to attract followers all while establishing the program's brand
- Worked on the program's Instagram and Twitter accounts to design and share weekly features, polls, and program announcements
- Led a team of students that worked and designed posts for the social media pages
- Interviewed students to feature them in student spotlights and connect students within the program

Peer Mentor

August 2020 – Present

- Served as a resource for first-year Scholars as they navigate through the academic challenges associated with the college experience
- Hosted events for current freshmen within the program in order to create a sense of community and provide information about academics and involvement opportunities as well as assisting students in creating their schedules for the following semester

### **COLLEGE OF ARTS AND HUMANITIES (ARHU)**

Student Ambassador

August 2020 – Present

- Shared the narratives of student experiences in ARHU and at UMD to prospective students and families, current students, and prospective employers
- Worked to understand the contributions that humanists, artists, and creators make in the world
- Enhanced leadership and interpersonal communication skills

### **STUDENT ENTERTAINMENT EVENTS (SEE)**

Marketing Team

February 2020 – Present

- Collaborated with team members to find innovative ways to promote events and brainstorm other marketing strategies
- Advertised events around the University of Maryland campus and on various social media platforms

## **ADDITIONAL SKILLS**

- Microsoft Programs (Word, PowerPoint, Sway)
- Adobe and Other Design Programs (Photoshop, Illustrator, InDesign, Canva)
- Social Media (Instagram, Twitter, TikTok)
- Proficient in Research, Analysis, and Public Speaking