

# FERNANDA MARTINEZ

MULTIMEDIA • TRADITIONAL MEDIA • PR • ADVERTISING

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Positivity | Includer | Responsibility | Consistency | Woo! • International Background | Adaptability | Creativity

## EDUCATION

- KANSAS STATE UNIVERSITY, MANHATTAN, KS MAY 2026 (EXPECTED)  
Masters of Science in Mass Communication (GPA: 4.0/4.0)
- KANSAS STATE UNIVERSITY, MANHATTAN, KS MAY 2024  
Bachelor of Arts in Journalism and Mass Communications (GPA: 3.8/4.0)

## EXPERIENCE

### DIGITAL MEDIA

- TICO SPORTS - KSU FOOTBALL BROADCASTING ASSISTANT PRODUCER FALL 2022 - PRESENT
- Contributed to the first Spanish radio broadcast of Kansas State University football home games.
  - Produced live broadcasts, ensuring radio-quality audio and smooth commercial breaks.

### TRADITIONAL MEDIA

- NEWS RADIO KMAN - MANHATTAN BROADCASTING INTERN SUMMER 2023
- Shadowed News Director during interviews, live shows, and newsroom operations.
  - Wrote broadcast scripts, edited audio, covered local events, and recorded news/weather segments.
  - Produced digital news stories for the station website and assisted with Sunday service production.
- KANSAS STATE UNIVERSITY — WILDCAT 91.9 INTERN SPRING 2023
- Worked under the current Program/News Director on managing liners, music list, and program schedule.
  - Learned how to work the radio station's board system, music system, and liners.

### PUBLIC RELATIONS

- KANSAS STATE UNIVERSITY — RESIDENT ASSISTANT SPRING 2022 - MAY 2024
- Facilitate a welcoming environment for 30 students through community building and programming.
  - Connected residents with academic, well-being, and career resources to support their success.
  - Responsible for weekly duty nights, 3-4 weekends per semester, and policy enforcement for a building of 550 students.

### ADVERTISING

- KANSAS STATE UNIVERSITY — ASSISTANT COORDINATOR FALL 2024 - PRESENT
- Directly supervise a female scholarship house of approximately 30 residents, ensuring academic standards and policy compliance.
  - Supervise student staff and advise the executive team.
  - Mediate interpersonal and community conflict, providing external resources when needed.
  - Responsible for 2-3 complex wide on-call week rotations semesterly.
  - Facilitated the Resident (Learning) Assistant workshop by presenting training sessions and leading work activities.
  - Interviewed candidates for graduate assistantships and full-time positions.

## AFFILIATION

### HIRING COMMITTEE

- FALL 2024- FALL 2025
- Designed advertising materials, interviewed candidates, and assessed application materials for next academic year employment.

### TRAINING COMMITTEE -

- FALL 2025- PRESENT
- Mapped out fall/spring student staff training schedules and facilitated large-group presentations and small-group breakout sessions.

### DELTA ALPHA SIGMA, ZETA CHAPTER

- SPRING 2022 - SPRING 2023
- Founding member of the Zeta Colony of Delta Alpha Sigma Multicultural Sorority, Inc.
  - Served as Fundraising Chair, planning and organizing philanthropy events.
  - Coordinated internal communications as Vice President.