

Fernanda Martinez

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EDUCATION

Kansas State University

Master of Science, Mass Communications

Cumulative GPA: 4.00

Manhattan, KS

May 2026

Kansas State University

Bachelor of Arts, Mass Communications

Cumulative GPA: 3.80

Manhattan, KS

May 2024

EXPERIENCE

Tico Sports

Game Day Producer

Kansas City, MO

August 2022 - Present

- Contributed to the first Spanish radio broadcast of Kansas State University football home games.
- Produce live broadcasts, ensuring quality control, coordination, and scheduled programming.
- Collaborated with the booth team to enhance listener experience while maintaining time-sensitive conditions.

News Radio KMAN

Broadcasting Intern

Manhattan, KS

June 2023 – August 2023

- Assisted the News Director during interviews, live shows, and newsroom operations to ensure engaging and accurate content.
- Crafted broadcast scripts, edited audio, covered local events, and recorded news segments ensuring clear communication.
- Produced digital news stories for the station website and assisted with Sunday service production, maintaining standards.

Housing and Dining Services

Assistant Coordinator

Manhattan, KS

July 2024 - Present

- Directly supervise a female scholarship house of approximately 30 residents, ensuring academic standards, degree progress, and policy compliance. Supervise student staff and advise the executive team to support leadership, development, and accountability.
- Mediate interpersonal and community conflict providing appropriate referrals to campus resources and create community initiatives to support student success and retention.
- Led the Resident (Learning) Assistant workshop by delivering training sessions and activities focused on student support, leadership, documentation, and policy expectations. Conducted interviews for graduate and full-time positions.
- Served 2–3 semesterly complex wide on-call week rotations, responding to crisis and facility concerns for approximately 1,500 students (residence halls and apartment style), ensuring accurate documentation and confidentiality.

Housing and Dining Services

Resident Assistant

Manhattan, KS

January 2022 – May 2024

- Created a welcoming environment for 40-60 students through community building and programming that supported academic and personal development.
- Connected residents with academic, well-being, and career resources to support their success.
- Oversaw weekly duty nights (3-4 weekends per semester), educating and enforcing policy for a building of 550 students, following proper incident documentation and follow-up.

PROFESSIONAL INVOLVEMENT

Housing and Dining Services

Committee Member

Manhattan, KS

- Mapped out fall/spring student staff training schedules and facilitated large-group presentations and small-group breakout sessions aligned with student development, accountability, university policies, and documentation as a member of the Training Committee
- Designed advertising materials, interviewed candidates, reviewed application materials, and collaborated with senior staff to assess qualifications and make hiring decisions as a member of the Hiring Committee.

Delta Alpha Sigma, Zeta Chapter

Founding Member

Manhattan, KS

Spring 2022 - Spring 2024

- Founding member of the Zeta Colony of Delta Alpha Sigma Multicultural Sorority, Inc., serving as Fundraising Chair where I planned and organized philanthropy events, and as Vice President, coordinating internal communications.

POSTER PRESENTATIONS

AEJMC Midwinter Conference

March 2025

- *Evaluating VR Crisis Training for University Housing*
- *Student Staff & The effectiveness of the AI Conversational Chatbot as a student support in Higher Education*

HONORS & AWARDS

Graduate Assistant of the Month, NACURH

December 2025

The Graduate Student Social Justice Action Award, UMR-ACUHO

October 2025

SKILLS

- Fluent in English and Spanish | Cross-cultural communication | Adaptability | Resilience
- Conflict management and mediation | Creative problem solving | Staff training and facilitating
- Proficient in Microsoft 365 | Knowledge of Adobe Creative Cloud