



Marcus Mendoza
PUBLIC RELATIONS

CONTACT

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EDUCATION

Aug 2023 - Dec 2025
THE UNIVERSITY OF OKLAHOMA
Public Relations - major
Social Justice - minor

COURSEWORK

Ask me about my recent capstone campaign project!

SKILLS

Public relations strategy and execution
Media relations and outreach
Content creation (blog posts, press releases, social media post)
Digital marketing and SEO basics
Brand management and storytelling
Social media analysis and engagement
Newsletter design
Event planning
Research and data analysis
Advocacy and community engagement
Cultural inclusive communication
Equity-focused messaging
Adobe Suite

PROFILE SUMMARY

I am a recent graduate student from the University of Oklahoma, completing a Bachelor of Arts in Public Relations at the Gaylord College of Journalism and Mass Communication, with a minor in Social Justice from the Department of Women's and Gender Studies within the Dodge Family College of Arts and Sciences. Graduating in December 2025, my academic journey has been guided by a passion for storytelling and a commitment to amplifying voices that matter.

WORK EXPERIENCE

Women's and Gender Studies Center for Social Justice, University of Oklahoma AUG 2025 - DEC 2025
Semester: Fall 2025
Intern

- Completed 135+ hours supporting public relations, marketing, and program planning for Center for Social Justice and departmental events.
- Designed and disseminated marketing materials and social media content for campus initiatives.
- Coordinated outreach strategies and student engagement efforts in collaboration with CSJ staff and faculty.
- Advised and recruited members for the CSJ Student Advisory Board; led program development and strategic communications.
- Planned and implemented a social justice program as lead coordinator, bridging academic knowledge with applied practice.

Lindsey + Asp JAN 2025 - MAY 2025
Digital Department Lead

- Leading social media and digital strategy for OU Law as part of Lindsey + Asp
- Responsibilities included, crafting innovative strategies, analyzing key performance metrics, collaborating on creative campaigns, and executing impactful digital initiatives with the digital department.
- Oversaw the creation of engaging content for various platforms, collaborating with internal teams and external agencies to ensure brand consistency and relevance.
- Team effort in research, social media strategy, campaign initiatives, press releases +more!

Hal Smith Restaurant MARCH 2023 - PRESENT
Waiter

- Interacted with customers to provide an excellent level of service.
- Helped to maintain the corporate image / culture.
- Performed multiple tasks at once, under heavy time constraints.
- Strong interpersonal skills; proven ability to interact professionally and efficiently with colleagues / customers.
- Strong leadership with "shift lead and restaurant trainer" role.