

Maia Rodriguez

Albuquerque, NM
(505)235-8101
maiarodriguez@cabq.gov

Experience

CITY OF ALBUQUERQUE / Marketing Manager & Public Information Officer

SEPTEMBER 2019 - PRESENT, ALBUQUERQUE, NM

Serve as department spokesperson on camera for the media and general public for the dissemination of information; write and distribute press releases and comprehensive public information. Work with internal divisions within respective departments to promote, market, publicize, and advance City objectives. Served as Joint Information Center Manager for crisis and public health communication during the COVID-19 pandemic.

SMG ALBUQUERQUE CONVENTION CENTER / Event Manager

JANUARY 2016- SEPTEMBER 2019, ALBUQUERQUE, NM

Provide customer service and serve as key liaison between clients and venue for events with over 10,000 attendees. Responsible for marketing the venue, managing events and ensuring deadlines and budgets are adhered to. Directs coordination of activities to prepare for the day of the event. Oversee staff to manage all departments workflow to ensure successful events.

TKO ADVERTISING / Account Manager

SEPTEMBER 2014 - DECEMBER 2015, ALBUQUERQUE, NM

Research, plan, develop, and execute marketing strategy and content for various clients including Texas Tech University and the City of Santa Fe CVB. Create and maintain client social media presences. Production of digital and print advertisements in Adobe Photoshop and InDesign. Create and manage contracts related to advertising. Create brand identities and campaigns for various clients.

Education and Certifications

UNIVERSITY OF NEW MEXICO

B.A in Journalism & Mass Communication

GRADUATED 2014, ALBUQUERQUE

Concentration in Strategic Communication. Minor in Psychology.