El Wendy

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EDUCATION

Loyola University Chicago Class of 2029
Major: Public Relations and Advertising
GPA: 4.0

WORK EXPERIENCE

On-Air Playlist DJ & Promotional Team Member, *WLUW 88.7 fm,* Chicago, IL, August 2026-Current

- Host radio programming for WLUW 88.7 FM (an independent student-run radio station).
- Cover live concerts and music events throughout Chicago through photography, reporting, and written reviews.
- Writing concert reviews and music journalism for publishing on the station's website.
- Photograph live performances and edit pictures for visual content to accompany published articles.

On-Air Playlist DJ, *WVUA fm, 90.7 The Capstone Radio,* Tuscaloosa, AL, February 2026-May 2026

- Curated and broadcasted weekly two-hour live sets, maintaining a consistent "flow" and brand identity.
- Mastered professional board operations and FCC compliance, ensuring seamless transitions and zero "dead air" during live broadcasts.

Local Entertainment Promotional Team Member, UA's *PRCA's "LEPT",* Tuscaloosa, AL, August 2025-Current

- Multimedia Content Creation: Captured high action shots for live concerts and large-scale events, delivering polished assets for digital and print use.
- Integrated Marketing & Promotion: Designed high-engagement graphics for social media and physical use (posters, social tiles, and motion graphics).
- Full-Cycle Event Management: Contributed to planning and execution of diverse events, managing everything from initial concept and vendor relations to day-of logistics.

Band Social Media Manager & Photographer, *The Psychoactive Attraction,* Tuscaloosa, AL, August 2025-January 2026

- Social Media Managing: Created a cohesive visual profile by producing original photography and graphics, resulting in a 25% increase in cross-platform engagement on Instagram and Twitter.

Lifeguard and Certified Pool Operator, *Mansion House Pool,* Alexandria, VA, May 2022-August 2026

- Shift Manager: Oversaw facility safety and personnel for an aquatic center, managing water chemistry (CPO) and emergency response (Red Cross) while ensuring a positive patron experience.