

MICHELLE S. PEÑALVER

Communications Strategist

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SUMMARY

Results-driven, self-starter communications professional with experience crafting engaging content, developing campaigns, and training spokespeople to deliver impactful messages. Skilled in strategic messaging, brand management, and public speaking. Passionate about storytelling and helping others develop strong communication skills. Adept at collaborating with diverse teams to create meaningful and results-driven strategies.

EDUCATION

Florida International University, Miami, FL Master of Science (M.S.) Global Strategic Communications	Aug 2025 (Expected) 3.9 GPA
Miami Dade College, Miami, FL Associate of Arts (A.A.) - Psychology	April 2024
Universidad de Los Andes, Venezuela Bachelor of Arts (B.A.) - Social Communication	July 2018

WORK EXPERIENCE

Communication Strategy Consultant, Owner <i>MSDC Consulting, Coral Gables, FL</i>	Jan 2024 - Present
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Skills: PR Strategy, Brand Messaging, Campaign Development, Client Training, Collaboration

- Developed communication plans and pitch strategies for five small businesses to enhance their marketing.
- Trained business owners to deliver clear, compelling brand messages.
- Created brand guidelines and action plans for consistent marketing efforts.
- Guided content development and messaging strategies, helping clients attract and convert more customers, increasing their following and brand awareness by an average of 20%.

Program Lead & Lab Instructor <i>Miami Dade College, Miami, FL</i>	Nov 2023 - Sept 2024
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Skills: Podcast Production, Public Speaking, Event Coordination, Scheduling, Content Development

- Led the *MDC Learning Resources Podcast* program, coordinated podcast content, managing schedules, interviews, and creative direction to enhance audience engagement.
- Assisted students with public speaking classes, resulting in a high improvement in student performance and confidence, as measured by pre- and post-course assessments.
- Delivered and promoted multiple workshops monthly for students and staff, with an average attendance of 50 participants per workshop, enhancing communication skills and professional development.

Asst. Program Coordinator & Speaker

Oct 2022 - July 2024

NAMI Miami-Dade, Coral Gables, FL

Skills: Public Speaking, Presentation Design, Event Coordination, Audience Research, Feedback Analysis

- Led presentations on mental health to over 1,000 students across Miami-Dade County Public Schools, achieving a 95% positive feedback rate from participants.
- Prepared and distributed supporting materials for presentations, ensuring that 100% of students received relevant information and resources.
- Collected and analyzed feedback to improve future presentations, leading to a 30% improvement in content relevance and delivery.

Product and Event Manager

Nov 2020 - Nov 2023

Curiosity Labs, LLC

Skills: Brainstorming, Project Management, Product Development, Event Planning

- Designed training programs for target customers, resulting in a 25% increase in customer satisfaction and a 20% increase in repeat business.
- Organized team brainstorming sessions for product and content creation, resulting in a 15% improvement in product development efficiency.

Digital Content Strategist

Feb 2020 - Nov 2020

Brad Bizjack, LLC | Project-Based

Skills: Content Creation, Campaign Management, Script Writing, Audience Engagement

- Directed and prepared marketing campaigns for social media, including filming videos and writing scripts for ads and posts across various platforms, resulting in increased engagement and reach.
- Coordinated content and publication agendas, and followed up with prospective engagement, enhancing overall campaign efficiency and effectiveness.

CERTIFICATIONS, AWARDS, & PROFESSIONAL DEVELOPMENT

FINN Partners for Diversity Program Participant Mentorship program in collaboration with PRSSA.	2025
Graduate Scholarship Award Recipient The LAGRANT Foundation	2025
FOCUS - Woman Entrepreneur Development Program Graduate CISNEROS hosted at Miami Dade College, West Campus	2024
Entrepreneur Pitch Competition Winner BlackStone & LaunchPad at Miami Dade College	2022

SKILLS

- **Content & Marketing Skills:** Editorial Calendars, Social Media Campaigns (Instagram, Facebook, TikTok, YouTube)
- **Brand Management:** Style Guides, Visual Identity, Messaging Consistency
- **Project Management:** Google Workspace, Microsoft Office, Adobe, Monday
- **Financial Planning:** Budgeting, Forecasting, Procurement, Inventory Management
- **Communication:** Scheduling, Microsoft Teams, Slack, Canvas, Navigate, Zoom
- **On-Air Hosting & Public Speaking:** Podcasting, Live Broadcasts, Recorded Programs