



# Marielis Conde Mendez

Brand Communications Designer

## Professional Summary

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Strategic communications and visual storytelling professional with 4+ years of experience supporting mission-driven brands through public-facing messaging, digital campaigns, and brand design. Bilingual (Spanish/English) with strengths in PR writing, content strategy, and cross-functional collaboration. Currently pursuing an M.S. in Public Relations: Innovation, Strategy & Management (PRISM) at USC Annenberg (in progress). Known for translating complex services into clear, culturally responsive messaging that builds trust and engagement.

## Experience

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### 2023–Present

Familias Unidas Counseling Center — Marketing Communications

- Create bilingual (Spanish/English) public-facing campaign content for psychological evaluation services.
- Produce branded social content and short-form video concepts (IG/TikTok/Facebook/Google).
- Support a new online program for social workers with content organization and design assets.

### 2021–2023

Native Gardeners — Marketing & Landscape Designer

- Built marketing materials and digital content to strengthen brand presence and support lead generation.
- Designed web and social assets and coordinated messaging across customer touchpoints.

### Apr–Jun 2022

Ad Pages Magazine — Marketing Intern

- Assisted with advertising layouts and campaign materials for print and digital placements.
- Supported revisions, proofing, and on-deadline delivery of client-facing materials.

### 2021–2022

The Little Art Bus — Art Teacher Leader

- Led creative workshops and developed visual materials for programs and community outreach.

### 2018–2021

TCU Campus Recreation Center — Graphic Design Assistant

- Designed promotional materials for campus programs and events, supporting engagement across student audiences.
- Produced digital assets for social and web channels and supported campaign execution.

## Contact

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## Portfolio

## Education

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### **M.S., Public Relations: Innovation, Strategy & Management (PRISM)**

University of Southern California (USC)  
Los Angeles, CA

### **B.F.A., Studio Art**

Texas Christian University (TCU)  
Fort Worth, TX

## Skills

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- Digital Marketing
- Branding
- Public Relation Specialist
- Campaign Support
- Social Media

## Language

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- English (Fluent)
- Spanish (Fluent)