

Aileen Izquierdo
Miami Springs, FL 33166
305-439-1844

EXPERIENCE

Florida International University

Interim Chair, Instructor in Advertising and Public Relations and Global Strategic Communications Program Director

Jan. 19 – present

Serve as the interim chair for the communication department in the School of Communication and Journalism, overseeing departmental staff, budget, marketing and curriculum. Serve as an instructor teaching public relations, communication management and advertising, including courses in the graduate and undergraduate programs. Serve as the graduate director and point of contact for prospective and current students for the on-campus and online Global Strategic Communications programs. Advise prospective and current students on course selection, scheduling options, career paths, etc.

Instructor in Advertising and Public Relations and Global Strategic Communications Program Director

Aug. 2016 – Dec. 2018

Serve as an instructor teaching public relations, communication management and advertising classes, including courses in the graduate and undergraduate programs. Serve as the graduate director and point of contact for prospective and current students for the on-campus and online Global Strategic Communications programs. Advise prospective and current students on course selection, scheduling options, career paths, etc. Assist with the marketing, outreach and recruitment efforts associated with the programs. Assist with program budgeting and curriculum.

Visiting Assistant Professor in Advertising and Public Relations and Global Strategic Communications Coordinator

Aug. 2014 – Aug. 2016

Served as a visiting faculty member teaching public relations and advertising classes, including courses in the graduate and undergraduate programs. Served as the graduate faculty coordinator and point of contact for prospective and current students for the on-campus and online Global Strategic Communications programs.

Broward College

Vice President for Public Affairs and Marketing

Jan. 2011 – Aug. 2014

Developed strategic communications initiatives affecting all facets of the institution through a newly created division of public affairs and marketing. Maintained the highest quality standards for the institution's brand and continuously promoted its image and message to constituents at local, regional and national levels. Refined and expanded emergency communications systems.

Adjunct Instructor

Aug. 2013 – March 2014

Taught the college's SLS (life skills course), which focuses on success strategies, time management, study skills, wellness, etc.

Florida Atlantic University

Vice President for Communications and Marketing

June 2006 – Dec. 2010

Served as the first vice president for communications and marketing in FAU's history. Responsibilities included overseeing all facets of the institution's brand management, leading crisis communications strategies, serving as the communications and media advisor to the president and administrative leadership, managing a \$2 million divisional budget and a staff of thirty. In addition, the vice president for communications and marketing served as the liaison between the institution and the press, key constituents and target audiences.

Executive Director of Communications

July 2004 – May 2006

Oversaw the development of the organization's first office of communications and developed a systematic approach to integrated communications. Led a rebranding effort and developed implementation strategies for a new brand identity. Created the department of internal communications and assisted in the development of an institution-wide strategic plan.

Media Relations Director

Jan. 2003 – June 2004

Oversaw the day-to-day management of the media relations office, including responding to daily reporter inquiries. Developed press releases and pitched stories to local, regional and national press. Served as the university spokesperson and devised a crisis communications plan.

Florida International University

Acting Assistant Director of Media Relations

Nov. 2000 – Dec. 2002

In the absence of the director of media relations, managed day-to-day office activities, supervised staff, managed crisis communications and served as liaison between the office and the university administration.

Special Projects Coordinator

Aug. 1998 – Nov. 2000

Identified items of media interest, wrote press releases and pitched stories to the local and regional press for a variety of colleges and departments at the university. Supervised the development of special events and media events at the university.

Media Relations Specialist

March 1996 – July 1998

Identified items of media interest, wrote press releases and pitched stories to the local and regional press for a variety of colleges and departments at the university.

Adjunct Instructor

Jan. 1999 – Aug. 2001

Taught the university's SLS (life skills course) that was a mandatory course for incoming freshman. The course focused on time management, study skills, wellness, etc.

EDUCATION

Florida International University, Miami, FL
Master of Science in Communications

Florida International University, Miami, FL
Bachelor of Science in Communications

HONORS AND ACTIVITIES

Named a *Heavy Hitter in Public Relations* by the South Florida Business Journal

Named a *Next Gen* by South Florida CEO Magazine

Member of the Public Relations Society of America

Panelist in Super Saturday session of PRSA International Conference 2015