

# ASIA SANCHEZ

## COMMUNICATIONS SPECIALIST

Professional Communications Specialist, with over ten years of experience encouraging an environment of inclusion, diversity, and understanding through effective communication in higher education, state government, and technological industries.

### EDUCATION

William Peace University  
Raleigh, NC  
Bachelor of Arts Degrees  
Communication  
English  
2009 - 2013

### SKILLS

Budget Planning  
Event Management  
Interviewing  
Media Design  
Professional Writing  
Social Media  
Team Leadership  
Video Production

### SOFTWARE

Adobe Creative Cloud:  
Photoshop  
Illustrator  
InDesign  
Premiere Pro  
After Effects  
Final Cut Pro X  
Microsoft Office:  
Word  
PowerPoint  
Excel  
Outlook  
ConnectCarolina

### RELEVANT WORK EXPERIENCE

#### University of North Carolina at Chapel Hill | Chapel Hill, NC

September 2015 - Present

##### *Human Resources Administrative Support Specialist*

Reorganize and streamline the employment verification process for the University's entire workforce, i.e. faculty, staff, and student employees. Provides accurate and comprehensive central location for the request of all personnel records, employment record information, and verification of creditable state service and transferable leave for all past and present University employees. Collaborates with colleagues to plan and implement year-round social events and programs for the Workforce Strategy, Equity and Engagement (WSEE) Division.

##### **Key Accomplishments**

Centralized the employment verification process to ensure that relevant and accurate information provided supports the policies and procedures put in place by both the federal and state governments. This has significantly reduced the inaccuracy of employment information provided to lenders and potential employers, as well as possible breeches of confidentiality throughout the University.

Cross-pollinated ideas on record production and retention practices throughout the Office of Human Resources (OHR). With my suggestion, HR Records and Information uses the ImagingNow function in ConnectCarolina to reduce the housing of personnel records, employment verifications, and creditable state service forms; which has provided more office space in OHR and reallocates funds previously used for off-campus storage.

Co-Vice Chairperson of the Workforce, Equity, and Employment (WSEE) Social Committee from 2017 to present, promoting work-life balance, charitable giving, and interpersonal work relations between the 100 plus WSEE colleagues. Collaborated with elected members from each OHR unit to plan the annual Taste the Madness Chili Cook-Off, Hoops for the Hungry, Ice Cream Social, Fall Festival, and Sugar and Spice Everything Nice events.

#### University Temporary Services | Chapel Hill, NC

April 2015 - September 2015

##### *Administrative Assistant (Temporary)*

Provided administrative support for various higher education departments throughout the University of North Carolina at Chapel Hill. Assisted in planning and managing student events and programs, i.e. award ceremonies, graduation, student discussion panels, etc. Provided event execution support during the Office of Human Resources' weekly Onboarding Orientation for new and rehired workforce.

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## **Key Accomplishment**

Designed an information manual that organized the details of planning and executing orientation, as well as how to process the employees' onboarding documents. The manual is provided to new and temporary staff members performing as a HR Orientation Specialist.

## **Robert Half International | Eugene, OR**

November 2014 – February 2015

*Administrative Assistant (Temporary)*

Dispatched to various companies and institutions in need of the administrative assistance in the daily operations of their departments. Assignments could last from a few hours or a few months depending on the clients' needs.

## **Killeen Independent School District | Killeen, TX**

August 2014 – October 2014

*Paraprofessional*

Educated preschool students with severe physical and/or cognitive limitations and properly prepare them for mainstream classroom activities and assignments. Attended month team meetings to assess the progress of each student, and to determine the best activities to promote the physical, cognitive, and emotional growth of each student.

## **Summit Camp and Travel | Parsippany, NJ and Honesdale, PA**

June 2012 – August 2012 and June 2014 – August 2014 (Summers Only)

*Lead Office Assistant*

Provided administrative support by managing the daily operations of the summer camp front office. Daily activities included, but were not limited to: answered a very high volume of calls; distributed and collected large quantities of mail and packages for the camp population; assisted in the travel logistics of campers and their luggage; directed the completion of the onboarding personnel records for our domestic and international staff; dispensed wages to staff; and collected money for goods rendered, i.e. post, supplies, camp gear, etc.

## **LORD Corporation | Cary, NC**

March 2013 – March 2014

*Global Internal Communications Specialist*

Produced various department newsletters, web publications, video productions, and planned employee events and programs hosted at LORD Corporation's headquarters. Collaborated with LORD Corporation's CEO and Senior Officers in coordinating and executing the company's global quarterly meetings and strategic branding updates. Coeditor and staff writer for LORD Corporation's internally distributed quarterly magazine, CONNECTIONS. Directed the translation of CONNECTIONS into the eight different languages spoken throughout LORD Corporation's global regions. Planned and executed events that involved budgeting, researching vendors, event set up and take down, agenda and program design, marketing and advertising events via interoffice website, digital, and print publications.

## **Key Accomplishments**

Initiated a social media development campaign that illustrated the benefits of communicating to LORD Corporation's target audience on various online platforms. Once the various social media platforms were up and functioning, LORD was able to develop new relationships with the surrounding community, potential top-talent, and foster a more transparent exchange with current employees.

Cooperated with various departments to redesign CONNECTIONS, LORD Corporation's quarterly magazine. The redesign included more feature articles dedicated to the diverse backgrounds, well-being, and volunteer efforts of the employees, which increased global readership.

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## Governor Bev Perdue Press Office | Raleigh, NC

January 2012 - April 2012

*Press Aide Intern/Media Intern*

Responded to inquiries from the general public and media personnel. Wrote press releases as well as county and meeting briefs. Monitored media coverage and provided crowd control during events at the governor's mansion and media events.

## William Peace University | Raleigh, NC

August 2009 - May 2012

*Resident Advisor*

Served as the first point of contact for a very diverse student body of various nationalities, ethnicities, cultural backgrounds, economic, and social statuses in pursuit of higher education and self-discovery. Year round event and program planning were at least 50% of the RA role, followed by the busy role of mentor, and the challenging role of mediator.

### Key Accomplishment

Collaborated with various department heads as part of a Resident Advising team to create campus-wide educational events and student-life balance programs for a student body of 700 plus undergraduates. The events and programs increased student involvement during times of stress, and promoted the development of student-to-student and student-to-institution relationships; which assisted in the retention of the student body and increased academic success.

## William Peace University | Raleigh, NC

May 2011 - August 2011

*Admissions Ambassador/Summer Conference Manager*

Performed one-on-one and group tours for students, and their family and friends throughout the school year and the summer months. Provided assistance to students and guests staying on campus during the summer months, and acted as a nightly emergency contact in case of an incident on campus.

## William Peace University | Raleigh, NC

January 2013 - April 2013

*Student Engagement Intern*

Office of Advancement (formerly the Office of Engagement) focus is to deliver events and programs, such as volunteer opportunities, professional networking, social gatherings, and sporting events, for alumni of William Peace University.

### Key Accomplishments

Teamed up with the Peace Times Newspaper to create social media marketing, i.e. posts, created photo and video content, etc., to motivate attendance for the various events and programs hosted by the Office of Advancement. Created and maintained the various alumni Facebook groups, which announced the various activities to participate in around campus.

Proposed and successfully executed campus-wide events and programs, which involved catering, event registration and advertising, as well as the creation of print and social media advertising. Previous events planned are Alumni Weekend, Mystery Trips, Rest and Relax Afternoons for students living on and off campus, and various others.

TRAINING	VOLUNTEER	ORGANIZATIONS
Mental Health First Aide 2018- present	WSEE Events and Program	Society for Human Resource
Haven Training 2019 - present	2015 - 2019	Management (SHRM)
Safe Zone 2019 - present	SECU Family House at UNC Hospital	College and University Professional
	2017 and 2018	Association (CUPA-HR)