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# Aurora Gonzalez

*Portfolio*

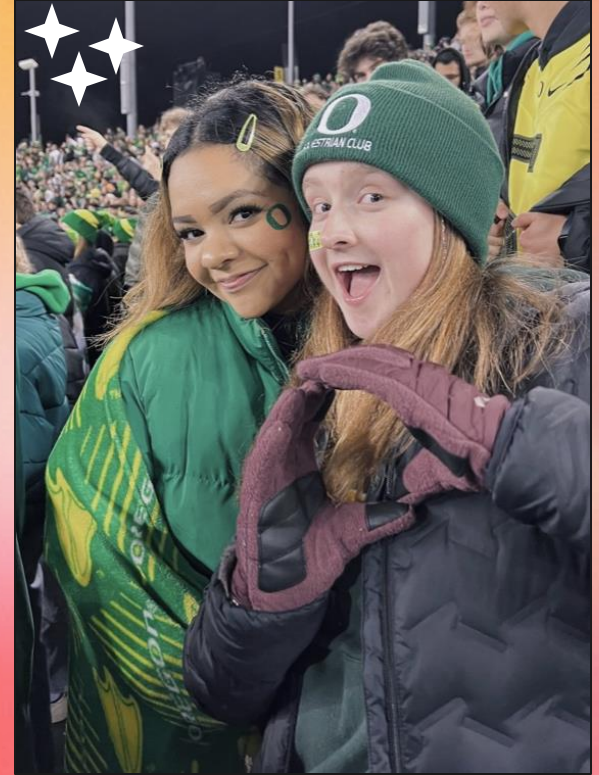
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a little bit...

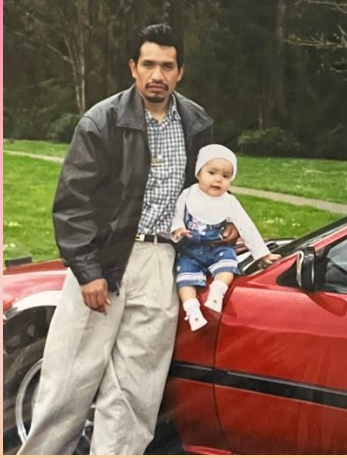
# ABOUT ME!

- Senior at the University Of Oregon majoring in Public Relations with a minor in Legal Studies
- Along with being a full-time student, I work full-time at Ulta Beauty as a Lead Cashier
- Introvert! I hate being the center of attention instead I prefer working behind the scenes making peoples dreams and goals come true



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# WHY PR?



## Communications!

I was first introduced to the world of **business-to-business** communications at the age of seven through my dad. He would have me call auto part stores and ask them send parts he needed for cars he was currently working on.

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## My Interests Within PR

- **Beauty & Consumerism** – How PR shapes brand perception in the beauty industry
- **Diversity & Inclusion** – The role of PR in promoting authentic representation
- **Crisis Management** – Handling PR crises in the beauty or entertainment world
- **Brand Reputation** – How brands maintain trust with their audiences

# Resume Highlights



SIGMA  KAPPA  
*Live with Heart*

AURORA GONZALEZ

## CONTACT

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13auroragonzalez@gmail.com

## EDUCATION

UNIVERSITY OF OREGON  
September 2023 - June 2025  
• Bachelor Of Arts - Public Relations  
• Minor in Legal Studies

LANE COMMUNITY COLLEGE  
September 2021 - June 2023  
• Associates in General Studies

## SKILLS

- Event Planning
- Microsoft Suite
- Adobe Creative Suite
- Social Media Management and Content Creation
- Trend Analysis
- Community Outreach and Support

## LANGUAGES

- English: Fluent
- Spanish: Fluent

## WORK EXPERIENCE

- |  |                               |
|--|-------------------------------|
| <b>Ulta Beauty</b><br>Lead Cashier   | December 2024 - Present       |
| <ul style="list-style-type: none"><li>• Partnered with management to implement targeted sales strategies, including promoting loyalty programs and cross-sell products to meet sales goals</li><li>• Coordinated inventory replenishment, organized displays, and maintained a visually appealing and well-stocked front-end area to support merchandising efforts</li><li>• Utilized data and performance metrics to identify opportunities for process improvements, enhancing team productivity and overall efficiency in front-end operations</li></ul>  |                               |
| <b>Ulta Beauty</b><br>Beauty Advisor   | March 2023 - December 2024    |
| <ul style="list-style-type: none"><li>• Stayed up to date on the latest beauty trends, techniques, and product launches, continuously expanding expertise to provide informed recommendations to customers</li><li>• Collaborated with the visual merchandising team to execute planograms and promotional displays, maximizing product visibility and meeting the average \$15,000 - \$28,000 sales goals</li><li>• Built strong, lasting customer relationships through exceptional service to ensure satisfaction and loyalty conversion goals</li></ul>  |                               |
| <b>Sigma Kappa - Alpha Phi</b><br>VP Diversity, Equity, Inclusion, Access  | November 2023 - December 2024 |
| <ul style="list-style-type: none"><li>• Collaborated with Sigma Kappa Nationals to enhance the promotion of diversity, equity, inclusion, and access (DEIA) initiatives through the organization's website and social media platforms, ensuring alignment with organizational values</li><li>• Facilitated workshops, discussions, and interactive training sessions to build awareness and understanding of DEIA issues and encourage meaningful dialogue and action among members</li><li>• Regularly communicated with members through social media and other digital platforms to promote DEIA initiatives, increase member engagement, and encourage participation in ongoing efforts</li></ul> |                               |
| <b>Starbucks</b><br>Barista  | December 2018 - December 2021 |
| <ul style="list-style-type: none"><li>• Memorized an extensive menu of over 100 items, consistently preparing high-quality, customized beverages for 100-250 customers per shift while maintaining accuracy and speed in a dynamic, fast-paced environment</li><li>• Implemented and upheld company merchandising, stocking, and product storage standards to ensure compliance with health and safety regulations and maintain a visually appealing store environment</li><li>• Educated team members and customers on new product launches, seasonal offerings, and promotions to drive product awareness, increase sales, and encourage repeat business</li></ul>                                 |                               |



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# LEAD CASHIER ULTA BEAUTY

## **89.98% Loyalty Conversion**

At Ulta we are metric based company – we are tracked on how many customers provide their phone number at the beginning of every transaction. Currently I have the highest score in the district.

## **Trend Analytics**

I stay up to date with the latest trends to better help customers.

## **\$18,000-\$34,000 Sales Goals**

Help the store reach our daily sales goals and they have been met every single shift I have worked since March 2023



# VP DEIA SIGMA KAPPA

*Diversity, Equity, Inclusion and Access*

01

## Social Media

Worked with headquarters to better promote diversity through the official Sigma Kappa social media platforms with over 33K followers

02

## Community Outreach

Collaborated with other on campus organizations like the Duck Nest and Women's Center for collaborative events

03

## Workshops

Facilitated workshops where I educated members on various DEIA topics. For example holidays, disability awareness and cultural diversity.



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# COURSEWORK!



# PR NEWLETTER

## JCOM 371

In writing for influence we were assigned to write a press news release for new mental health app released by the University Of Oregon mental health wellness center, Duck Nest.

### FOR IMMEDIATE RELEASE

#### **Stay Calm and Paddle On: New Mental Health App for UO Students**

App Combines Scheduling Tools, Peer Support and Guided Meditations to Help Students Paddle Through College Life

EUGENE, ORE., — Due to rising stress levels and mental health challenges, Duck Nest, the University of Oregon's wellness center, is excited to launch Mindful Duck, a new mental health app designed for college students and young professionals. Mindful Duck provides essential tools to help students maintain balance, manage stress and thrive academically and personally.

Mental health challenges are prevalent among college students. According to a 2024 report by the American College Health Association, nearly 60% of college students reported experiencing anxiety and 45% struggled with depression in the past year. Recognizing this growing concern, the Duck Nest team developed Mindful Duck to offer accessible resources that empower students to manage their mental well-being.

"I think it is exciting how they are releasing an app that not only helps with mental health resources but also is a tool to help organize my day-to-day tasks," said sophomore Bella Neal.

#### **Features Designed for Success**

Mindful Duck includes an array of features tailored to the needs of college students:

**Paddle Planner:** A customizable scheduling tool to help students balance academic responsibilities, work and self-care routines.

**Quack Chats:** On-demand peer support and connections to mental health professionals, fostering a sense of community and immediate access to guidance.

**Duck Pond Meditations:** A collection of guided audio meditations designed to alleviate stress and promote relaxation.

**Paddle On, Ducks:** A goal-setting and tracking feature encouraging users to create and maintain mental wellness practices.

"College life can be incredibly demanding, and many students struggle to prioritize their mental health," said Dr. Emily Carter, a psychologist at Duck Nest. "Mindful Duck provides a practical and supportive resource to help students feel seen and supported, reminding them they are never alone in their journey."

The app is part of Duck Nest's ongoing commitment to promoting self-care and life balance among students. In addition to its features, users can access exclusive wellness events and workshops through the app, creating a comprehensive support Network.



# INFOGRAPHIC & BLOG POST

# JCOM 372

My topic for my PR Blog was consumerism in the industry with an emphasis on public relations. This is the infographic I created and a screenshot of my blog page.

**INVEST IN YOUR BEAUTY ROUTINE**

**CLEANER INGREDIENTS FOR YOUR SKIN AND THE EARTH**

Anastasia Beverly Hills  
Bare Minerals  
Fenty Kosas Clinique ILIA IT Cosmetics Hourglass Too Faced

Sale Kosas Tarte Tower 28 Rare Beauty Urban Decay Makeup by Mario

Laura Mercier  
Hourglass  
Charlotte Tilbury GivENCHY  
**Offer Talc-Free Powders**

**PRIORITIZE ETHICS**

BAC TO MAC  
REDUCE WASTE

**CUSTOMER SATISFACTION**

4.6/5

**MORE INCLUSIVE SHADE RANGE**

37+  
MORE FOUNDATION SHADES  
56 ESTÉE LAUDER SHADES vs. 19 L'ORÉAL SHADES

**Innovative Formulations**

MORE PIGMENTATION

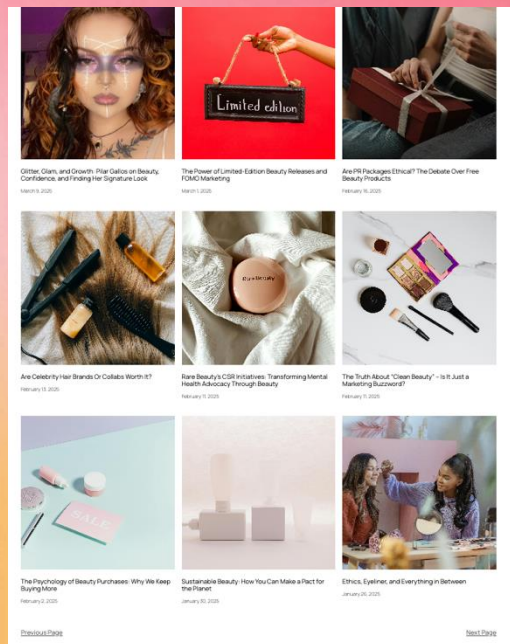
MULTI USE PRODUCTS  
Charlotte Tilbury Milk Makeup Benefit Cosmetics Natasha Denona

CHANEL  
N°10 CHANEL Lip and Cheek Balm \$50

Eyeshadow Blush Lip Balm

**LEADS TO LONGER USE**

Marketing Strategy (M.S.) of "The Best Foundation Brands for High Performance". Conducted during 28 Feb. 2023, consolidating convenience from 100% of 100% of customers. Official Data, uncorrupted confidential form. Approved 28 Feb. 2023.  
For More Information, Contact: Marketing and Sales Department, Customer Service, Approved 28 Feb. 2023.



# What Is Next?

**Aurora**



Where will Aurora go post undergrad?

**Work**

In the world of PR for the beauty or entertainment industry



**Masters Program**

Strategic Communications at UO

**Gap Year**

Travel!



Lewis & Clark  
Law School



**Law School**

UO or Lewis & Clark

Communication/Business Law

**Masters Program**

Strategic Communications at UO

**Work**

In the world of PR for the  
beauty or entertainment  
industry



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# Thank You!

Let's Connect!!

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auroramgonzalez.com

