

Luis Fernando Pacheco Lopez

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Summary

- Marketing management & communications professional with experience in campaign support, content creation, and stakeholder relations – turning complex info into clear, action-oriented messages.
- Operations-minded coordinator who streamlines workflows and uses data to track performance, improve turnaround, and raise accuracy.
- Bilingual (ENG/SPN) collaborator known for empathy, accountability, and adaptability; effective across social, email, events, and cross-functional teams.

Skills

- **Marketing & Strategy:** Content strategy/creation; social media management (Facebook, Instagram, TikTok, X, Yelp); digital & brand marketing; promotional strategy; event planning; outreach & community engagement; account management; talent development.
- **Analytics & Tools:** Microsoft 365 (advanced Excel), Google Workspace, Google Ads Manager, CRM/Emailmarketing analytics, basic web design, Tableau, Adobe Creative Cloud, Final Cut Pro X, iMovie (trailers), Pro Tools LE, JMP.
- **Operations & Communication:** Written & verbal communication, prioritization, time management, decision-making, adaptability, multitasking, performance under pressure, customer/stakeholder service.
- **Languages:** Bilingual—English & Spanish.
- **Certifications/Training:** CPR/AED; Hazard Communication; Harassment Prevention; Bloodborne Pathogens.

Work Experience

Academic Program Coordinator — UT Austin | Austin, TX | 05/2023–Present

- Coordinate course scheduling, room reservations, and evaluation timelines; keep CSU/FaSET/Class Manager data accurate.
- Support faculty and students with exams, grade reporting, prereq/registration issues, and clear communications.
- Contribute to course inventory (creation/retirement), schedule builds, and process documentation to improve handoffs.
- Serve as front-line contact for prospective students/families; provide timely, empathetic guidance.

Field Coordinator — Oklahoma State University (Tulsa Campus) | Tulsa, OK | 02/2023–05/2023

- Built/maintained community partnerships; represented “United We Can” at meetings and events.
- Led end-to-end marketing and event coordination (digital + in-person); managed stakeholder communications.

Hispanic Outreach Recruitment Specialist — Oklahoma State University (OKC Campus) | Oklahoma City, OK | 04/2022–02/2023

- Managed relationships with 25+ Hispanic-serving high schools and tech centers; promoted OSU programs.
- Executed recruitment campaigns and events; partnered with Admissions and Recruitment on outreach projects.
- Acted as liaison to Hispanic community organizations to expand awareness and access.

QA Analyst II — Paycom Software, Inc. | Oklahoma City, OK | 09/2021–03/2022

- Wrote and executed test plans; documented defects and validated fixes prior to production release.
- Partnered with developers and support to reproduce issues and align solutions with user expectations.
- Advocated for customer workflows to ensure usability and quality standards were met.

L4 Area Manager — Amazon.com, Inc. | Fresno, CA | 06/2021–09/2021

- Led Stowing/Inbound operations across one–two floors; monitored productivity and safety targets.
- Used internal tools to track pallet flow, floor rates, and associate performance; delivered coaching/feedback.
- Jumped in on the floor as needed to keep throughput on target.

Receptionist — OSU Career Services | Stillwater, OK | 05/2019–05/2021

- Supported 15,000+ students, 400+ recruiters, and 200+ guests with front-desk service and information.
- Managed daily projects/events: designed career-fair maps, created reports (Excel), and supported promotions.
- Utilized HireOSUGrads to research employers, schedule services, and maintain accurate records.

Member Experience — Tandy YMCA | Tulsa, OK | 05/2018–05/2021

- Handled front-desk transactions, facility check-in/out, and member support.
- Entered/maintained data in DAXKO and CORE; conducted tours and ensured lobby/facility readiness.

Receptionist — Wentz Residential Hall | Stillwater, OK | 01/2018–12/2018

- Answered/transferred calls, processed mail, and completed daily administrative tasks.
- Flagged incidents to appropriate staff and provided timely assistance to residents and families.

Additional Experience

Key Holder — Vintage Stock | Tulsa, OK | 10/2016–08/2017

- Operated TAMS POS; evaluated returns, addressed customer issues, merchandised and shrink-wrapped products.

Sales Associate — F.Y.E. (For Your Entertainment) | Tulsa, OK | 08/2016–10/2016

- Cashier and sales support; pitched memberships, merchandised CDs by genre, and located items via POS.

Sales Associate — Aéropostale | Tulsa, OK | 02/2016–07/2016

- Recovered sales floor/back stock; executed floorsets for seasonal resets; delivered service that drove repeat visits.

Front of House — Chick-fil-A | Tulsa, OK | 08/2015–02/2016

- Operated POS, drive-thru headset, dessert/drink station, and dining room; balanced speed with guest service.

Education

Bachelors of Science, Marketing Management – Oklahoma State University	(GPA 3.6), May 2021
Associates of Science, Business Administration – Tulsa Community College	(GPA 3.7), May 2021

Awards & Honors

- **Dean's Honor Roll** — Oklahoma State University 2018–2021

- **Dean's Honor Roll** — Tulsa Community College 2018–2020
- **Demarest Scholarship** — OSU 2019–2020
- **Cowboy Covenant Scholarship** — OSU 2017–2019
- **Empower Scholarship** — OSU 2018–2019
- **Tulsa Chapter OSU Alumni Association Scholarship** 2017–2018
- **Ketchum Scholarship** — OSU 2017–2018

Leadership & Activities

Color Guard Captain — OSU Cowboy Marching Band Stillwater, OK | 2019–2020

- Led rehearsals and game-day logistics; supported team communications; also served as Instagram Ambassador (2018–2020).

Performer — OSU Cowboy Marching Band Color Guard 2017–2020

- Participated in collegiate performances, including Walt Disney World Magic Kingdom parade (Dec 27, 2017).

Peer Mentor — Empower First-Year Success (OSU) 2018

- Facilitated workshops and guided new students to campus resources.

Student Reporter — The O'Colly (OSU) 2017–2018

- Wrote news/features under deadlines; conducted interviews and fact-checked copy.

Community Outreach — Tulsa & OKC Pride 2015–2017

- Supported parade PR/logistics and community engagement efforts.

Liaison — Tulsa Mayor's Youth Council 2016–2017

- Represented student voice to city offices; coordinated service initiatives.

Winter Guard Instructor — Nathan Hale HS 2015–2017

- Choreographed routines and coached performance fundamentals.

High School Leadership (selected) 2015–2017

- Student Council President; Senior Class President; PR Officer (Honor Society, GSA, Key Club, BPA); Prom Committee — led events, communications, and volunteer teams.