

MARIA J. LOPEZ

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EDUCATION

University of Florida Warrington College of Business
Bachelor of Science in Business Administration – Finance

Gainesville, FL
May 2029

GPA: 3.8/4.0

WORK EXPERIENCE

Broward County C.B. Smith Park
Lifeguard, 40 hours per week

Pembroke Pines, FL
Summers 2023 – Present

- Safeguarded 800+ daily patrons in a high-traffic aquatic facility by maintaining continuous rescue-ready surveillance and administering CPR and first aid when required, demonstrating composure and decisive action under pressure
- Maintained a safe and welcoming environment by conducting proactive 500+ range checks and resolving patron concerns in a high-traffic facility, reinforcing operational standards, preventing escalations, and cultivating a culture of safety
- Led high-pressure rescue simulations as primary responder during Ellis & Associates quarterly audits, earning “Exceeds” ratings and demonstrating technical proficiency, leadership, and reliability in critical scenarios

Inspire Education
Teacher Assistant & Tutor, 10 hours per week

Pembroke Pines, FL
March – May 2025

- Tutored 30+ elementary and middle school students in math and reading by developing tailored lesson plans, driving an average 25% improvement in coursework performance and significantly increasing state test readiness
- Managed front desk operations, assisting families with scheduling and program inquiries to ensure client satisfaction
- Created and maintained weekly staff schedules in Excel, ensuring full tutoring session coverage and operational efficiency

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Delta Sigma Pi
Brother

Gainesville, FL
March 2026 – Present

- Completed a 5-week, 100+ hour professional development program, developing core professional skills through resume and cover letter workshops, mock interviews, structured networking, and industry research through 50+ coffee chats
- Managed Pledge Class’s Instagram presence through relevant content campaigns encompassing Pledge takeovers and weekly recaps, generating 20,000+ total views and strengthening relations and engagement throughout the Brotherhood
- Conducted competitive and customer analysis to evaluate Owala’s positioning within the Gen Z market and translated insights into data-backed recommendations across Instagram, TikTok, and experiential marketing to strengthen brand relevance

Daily Bread
VP Marketing & Strategy

Gainesville, FL
January 2026 – Present

- Launched a campus positioning strategy by designing branded flyers and booklets, pitching the vision to overseeing UF organizations, and formalizing onboarding channels, driving 100+ student interest in the first month
- Directed and managed the organization’s Instagram presence, creating and recording structured content campaigns and storytelling assets that grew the account to 200+ followers in one month and increased engagement rates by 75%
- Represented the organization at campus tabling events and delivered presentations at general body meetings and professional development conferences, driving 40+ student attendance and strengthening campus visibility and member recruitment

Rem On Campus
Senior Strategist

Gainesville, FL
September 2025 – Present

- Delivered pro-bono consulting for a local nonprofit to establish and scale its social media presence, developing 20+ branded content templates, a cohesive brand identity toolkit, and a 30-day content calendar, increasing online engagement by 70%
- Strengthened on-campus presence by leading outreach to 15+ UF student organizations and executing targeted email campaigns, securing long-term partnerships and boosting on-campus visibility by 45%

ADDITIONAL INFORMATION

Memberships: Student Finance Group, Finance Professional Development

Languages: Spanish (Native)

Interests: Content Creation, Neuroscience, Reggaeton, European Travel, Acting