

NAOMI TERCERO

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Summary

Naomi Tercero is a driven journalism student at NMSU with a passion for storytelling, leadership, and digital strategy. She began her academic journey in business and creative writing before finding her ideal balance in journalism, where she blends creativity with strategy. Through her coursework, she has developed skills in photography, copyediting, web design, and social media content creation.

Currently, Naomi serves as the Content Director at NMSU's student-run radio station, KRUX 91.5 FM, where she leads a team of content creators, promotes events, and produces engaging multimedia campaigns. She also works as a Digital Media Specialist at the NMSU Foundation, where she analyzes engagement metrics, manages audience interactions (comments and DMs), and writes compelling social media copy for Instagram and LinkedIn.

Naomi has extensive experience in marketing, project management, and organizational leadership through her involvement in multiple student organizations. She is skilled in Canva, Adobe Photoshop, and Microsoft Suite, and has written both creative and technical content for a variety of projects.

With her strong communication skills, collaborative mindset, and strategic approach to content, Naomi is eager to contribute creativity, organization, and energy to any team—especially in fields like journalism, social media/PR, and editing/publishing.

Skills

Canva, WordPress, Go Daddy, Google suite, Microsoft suite, Adobe Photoshop, InDesign, Premiere Pro, writing (composing, editing, proofreading, etc.), AP style, AI systems, systems thinking, customer service, luxury experience, leadership, detail-oriented, professional communication, organization

Courses

Intro Business, Information Systems, Macro & Microeconomics, Creative Writing: Prose & Poetry, Professional and Technical Communication (Honors), Media Writing, Copy Editing, Photography, Media Design, Advertising, PR Storytelling, Social Media Management, Advertising and PR Campaigns, Ad Agency

Education

New Mexico State University

Bachelor of Arts – Journalism and Media Studies

Emphasis in Public Relations and Strategic Communication

Minors in Creative Writing and Social Media Management

Crimson Scholar

GPA: 3.78 | Graduation Date: May 2026

Experience

KRUX 91.5 FM

Content Director / August 2024 – Current

- Lead a team of 4 employees and ~10 interns, providing creative direction and mentorship.
- Manage weekly content creation, social media, website updates, playlists, and photoshoots to maintain consistent branding and engagement.
- Commit ~20 hours per week to station operations and content development.

Politics, Art, Lifestyle (PAL) Correspondent / September 2022 – May 2024

- Produce at least one original multimedia content piece weekly for website and social media, tailored to target audiences.
- Ensure all content aligns with KRUX branding and strategic goals.
- Dedicate 10–15 hours per week to content creation and digital engagement.

New Mexico State University Foundation

Digital Media Specialist / August – Current

- Support daily digital media operations, including administrative tasks and social media engagement tracking.
- Write and edit captions and post copy to maintain brand voice and boost audience engagement.
- Collaborate on multimedia and communications projects to advance organizational goals.
- Contribute ~10 hours per week to digital media initiatives.

Tercero Agency

Freelance Marketing Assistant / October 2021 – Current

- Create and tailor industry-specific documents for clarity and client usability.
- Lead targeted direct mail campaigns to boost outreach and engagement.
- Use AI tools for daily website updates on terceroagency.com.
- Contribute ~10 hours per week to marketing and content initiatives.

Desert Light Creative Advertising Agency

Team Member / August 2026 – May 2026

- Participated in a competitive, student-run creative advertising agency class requiring application and interview.
- Collaborated on real-world client campaigns, producing client-ready video content from concept through postproduction, creating strategic briefs, and working in team-based roles.
- Managed projects, deadlines, and client communication using industry-standard tools.
- Developed creative campaigns for the Departments of Journalism, Political Science, and Public Law & Administration tailored to their audiences and needs.

Four Seasons Hotel – Rancho Encantado Santa Fe

Seasonal Hostess/Content Creator / June 2022 – January 2025

- Welcome and assist guests, addressing questions, special requests, and concerns with professionalism.
- Manage phone lines, reservations, and customer information accurately and confidentially.
- Support menu and material design using Canva, including holiday and specialty menus, spa amenity cards, and in-room dining cards.
- Deliver a consistently warm, high-quality guest experience aligned with Four Seasons standards.

New Mexico State University Office of Marketing and Communication

Social Media Intern / June 2024 – August 2024

- Shadowed social media and marketing teams while contributing ~15 hours/week during an 8-week summer internship.
- Designed Instagram graphics, produced TikTok content, and assisted with promotional campaigns to boost digital engagement.
- Supported events and initiatives, including the NMSU Gratitude Walk/Run (press release and branded merchandise) and the Hot Air Balloon campaign.

Downtown Las Cruces Partnership

Generations Community Writing Project Participant / April 2023 – May 2024

- Selected for participation in the program for two consecutive years.
- Year One: Collaborated with an experienced writer on pieces themed “Coming of Age” and authored a 1,500-word nonfiction narrative for public reading.
- Year Two: Co-authored an introductory piece with a returning writer to present and highlight program participants.

Mentoring Kids Works NM

Mentor/Tutor / November 2021 – August 2022

- Assisted licensed teachers and mentor tutors in K–6 instruction across multiple subjects, including Math, Reading, Writing, Science, Art, PE, and cultural lessons.
- Built strong student relationships through engagement during field trips, recess, and lunch periods.
- Served as an online tutor during COVID-19, creating personalized lesson plans for weekly virtual sessions (~15 hours/week).

Awards and Acknowledgements

Best Content Director / February 2026, Intercollegiate Broadcasting System Conference

Recognized in New York City at a national conference with the Best Content Director award for excellence in strategic content creation, leadership, and multimedia engagement.