



Rafa Muñoz

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SKILLS:

- Internal & External Communications
- Visual Communications
- Large Scale Project Management
- Prescriptive Data & Analytics
- SharePoint Development & Design
- Training & Development
- Regulatory & Compliance
- Conflict Resolution

EDUCATION:

2004 - 2008

ILLINOIS STATE UNIVERSITY

Bachelor of Arts in English

Bachelor of Arts in Spanish

2019 - 2021

ARIZONA STATE UNIVERSITY

Master of Arts in English

LANGUAGE:

- English
- Spanish

RAFA MUÑOZ

Communications | Content Design & Development
Copy Writing & Editing | Data & Analytics | Project Management
Regulatory & Compliance Management | Training & Mentorship

PROFILE:

Creative communications specialist with 10+ years of experience transforming complex information into clear and interactive content. Skilled in crafting purposeful messaging, designing knowledgeable SharePoint sites, and developing visual and written communications that drive engagement.

Known for blending storytelling, purposeful design, and clear, concise guides to create resources that inform, inspire, and empower audiences. Collaborative, detail-driven, and committed to elevating communication across channels and touchpoints.

EXPERIENCE:

BUSINESS PROCESS ANALYST I 2022 - 2025

Chamberlain University

- Led high-level communications initiatives supporting academic advising and student finance by delivering clear, engaging, and compliant messaging across channels.
- Produced colleague-facing content—newsletters, SOPs, updates, and internal communications—that strengthened alignment and consistency.
- Created student-facing collateral (brochures, FAQs, email templates, mass communications) designed for clarity, accessibility, and audience engagement.
- Ensured all messaging met Department of Education, Department of Defense, and institutional communication standards.
- Rebranded the National Advising Operations department, establishing a refreshed communication identity and strategy.
- Built and redesigned the Advising SharePoint site, transforming complex academic and financial aid content into intuitive, user-friendly resources.
- Developed training materials and integrated into new-hire and ongoing advisor development programs.
- Designed Power BI reports and dashboards that translated multi-source data into clear visual stories supporting retention and engagement



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EXPERIENCE:

NATIONAL SR. STUDENT SUPPORT ADVISOR | 2021 - 2022

Chamberlain University

- Elevated the national advising experience by proactively designing mentorship, training, and development approaches that strengthened advisor confidence and deepened the quality of student support
- Anticipated operational needs and partnered with cross-functional leaders to translate complex process and technology changes into clear, human-centered solutions adopted across the university
- Produced weekly advisor newsletters that blended clarity, storytelling, and strategic messaging to keep teams aligned, informed, and equipped to support students with consistency and care
- Reimagined the appointment-scheduling journey by initiating and leading a collaborative redesign—creating advisor-specific schedulers, personalized student-facing links, and integrated portal features that made access intuitive and strengthened the advisor–student connection

SR. STUDENT SUPPORT ADVISOR | 2014 - 2021

Chamberlain University

- Translated complex academic and financial policies into clear, personalized plans that helped students navigate decisions with confidence
- Communicated nuanced academic policies, Title IV regulations, and DoD guidelines in accessible, trust-building language
- Developed student-facing guides, newsletters, and resources that simplified processes and clarified key deadlines
- Created social media content and infographics that boosted awareness of scholarships, academic resources, and financial wellness—especially during COVID-19
- Wrote and edited graduation speeches that celebrated student achievement and reflected institutional values
- Planned and executed colleague-engagement events, graduation ceremonies, orientations, and student-organization initiatives with a focus on thoughtful design and seamless delivery

ORGANIZATIONS:

GRADUATE DIRECTOR OF PUBLIC RELATIONS | 2020 - 2021

Online Student Government Advocacy Group, Arizona State University

- Built the foundation for OSGAG's PR Department as the inaugural Graduate Director, partnering with the Undergraduate Director to shape its structure, recruit and mentor its first team, and set the creative and strategic direction for the organization's digital presence across social media and ASU-affiliated platforms.
- Designed and produced social media content that elevated visibility for OSGAG events, campaigns, and student engagement, ensuring a cohesive and compelling brand voice.
- Served as Co-Editor-in-Chief of the Spark Newsletter, leading content planning, storytelling, and editorial quality to highlight student voices and organizational impact.
- Developed PR Committee members through targeted coaching and hands-on creative training aligned with their academic and career goals.
- Created OSGAG's brand guide and ensured consistent, design-forward use of logos, typography, color, and messaging to align with ASU's brand standards.