

Rafael Eduardo Struve

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OBJECTIVE / PROFESSIONAL SUMMARY

Results-driven communications professional with a strong background in political organizations, campaign management, and public relations. Offering a comprehensive, bilingual skill set in interpersonal relations, social media strategy, content creation, and event planning, with a proven track record of delivering effective messaging that resonates with target audiences. Adept at fostering collaborative relationships and adapting to changing environments. Seeking opportunities to leverage my expertise in communications and business development, while contributing to the growth and success of a forward-thinking organization.

EDUCATION

Rice University Houston, TX
Master of Arts in Global Affairs | Magna Cum Laude | GPA: 3.69 2017 – 2019

- Concentration in International Political Economics; independent research focus on Latin America.

University of St. Thomas Houston, TX
Joint Bachelor of Arts in International Studies and Political Science | GPA: 3.19 2010 – 2015

- National Political Science Honors Society, *Pi Sigma Alpha*

EXPERIENCE

Servitrans, Inc. – International Transportation and Logistics Services Houston, TX
Business Developer Jun 2016 – Present

- Restructured strategic direction and expanded customer base by targeting non-traditional markets in Latin America ahead of underperforming regions.
- Serve as key liaison to cultivate strategic relationships with trade associations and logistics network agents, as well as representative at industry events and conferences such as the Offshore Technology Conference.
- Coordinate with cross-functional teams, including sales, operation, and customer service to ensure seamless delivery of services to clients.
- Oversee production of all marketing materials, including social media posts and email campaigns.
- Lead brand management strategy by leveraging LinkedIn and curating digital marketing content.

Winning Tuesday San Diego, CA (Remote)
Digital Political Strategist Jul 2023 – Present

- Develop engaging and persuasive social media content for various platforms, including Twitter, Facebook, and Instagram, aligning with brand voice and guidelines.
- Conduct research and analysis of historical political campaigns and events, utilizing insights to inform content creation and strategy.
- Create and present multiple copy options for each post, optimizing for engagement and shareability.
- Collaborate with team members to brainstorm, develop, and finalize creative social media campaigns for clients such as Larry Elder for President.

Texas Latino Conservatives Houston, TX
Houston Field Director Apr 2023 – Aug 2023

- Established and nurtured relationships with club presidents, county chairs, and community leaders in the Greater Houston Area and assigned state region.
- Organized, and hosted events to mobilize Hispanic voters in support of conservative candidates and ideas.
- Developed engaging content showcasing the organization's activities in the field.

Nevada Policy Research Institute Las Vegas, NV (Remote)
Spanish Translation and Localization Specialist Aug 2022 – Present

- Deliver translation projects by using native Spanish proficiency and CAT tools for seamless accuracy.
- Reviewed and translated over 80 policy articles and video transcripts.

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The Libre Initiative / Americans for Prosperity Grassroots Associate

Houston, TX
Jan 2022 – Aug 2022

- Engaged with the Hispanic community by canvassing door-to-door for multiple campaigns in Spanish.
- Represented the organization as a panelist at Houston Town Hall alongside national organization president.
- Assisted with drafting and proofreading Spanish-language campaign materials.

EXTRACURRICULARS / CERTIFICATIONS

Texas Young Republican Federation Communications Director

Dec 2022 – Present

- Promoted from a similar role with the Houston Young Republicans after receiving the *Outstanding Social Media* award from the National Young Republican Federation at the 2022 Leadership Conference.
- Awarded the Outstanding Social Media Award at the 2023 Young Republican National Convention.
- Serve as spokesperson for the organization by managing media relations, coordinating media interviews, and developing press releases.
- Monitor political and policy developments and regularly provide strategic counsel to senior leadership on communications-related matters.
- Manage a five-person communications team throughout Texas to delegate tasks and streamline projects.

Harris County GOP Leaders on the Rise Co-Chair

Jul 2023 – Present

Houston World Affairs Council Global Young Professionals Subcommittee

Jan 2023 – Present

Roundtable Young Professionals, Baker Institute for Public Policy Latin America and Mexico Subcommittee

2021 – 2022

Venezuelan American Alliance Texas Delegation

2019 – 2022

- Traveled to Washington, D.C. to meet with members of Congress and respective legislative staff to advocate for Venezuelan community and participate in inauguration of the Venezuela Democracy Caucus.

Canva Master Course Udemy

Jan 2023

CORE COMPETENCIES

Spanish (native proficiency)	Public Relations	Political Analysis	Content Creation
Research and Presentation	Interpersonal Communication	Public Speaking	Issues Advocacy

TECHNICAL SKILLS

Microsoft Office	CAT Tools (DeepL, SDL Trados)	Canva	Loomly
Figma	Slack	Mailchimp	Audacity