

Angela M. Lasso Jimenez

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EDUCATION

PURDUE UNIVERSITY, West Lafayette, IN Summer 2024
Master of Arts in Communications GPA: 3.8/4.0

Area of Study: Feminist Organizational Communication

Earl R. Harlan Award for Excellence in Teaching by a Master's Student

MA Thesis: "We Want to Live with Dignity": Former Women Fighters Building Peace in Colombia

UNIVERSIDAD NACIONAL DE COLOMBIA, Bogotá Fall 2022
Bachelor's in Political Science GPA: 3.68/4.0

Awarded as the Valedictorian Student in the Political Science Department 2022

EXPERIENCE

Digital Content Strategist, Pacifista, Bogotá Current

-Develop and execute cross-platform social media strategies aligned with organizational goals.

-Manage content creation and scheduling across Facebook, Twitter, Instagram, YouTube, and TikTok.

-Analyze engagement metrics to optimize content performance and reach.

Diversity and Inclusion Specialist, Purdue University, West Lafayette, IN Fall 2022- Fall 2024

-Designed diversity training programs for 24 professionals. Coached 95 individuals on public speaking and presentation skills. Implemented inclusive teaching practices in university courses

Policy Analyst, Purdue Policy Research Institute, West Lafayette, IN Spring 2022-Fall 2023

-Co-Led a team of 6 students in a U.S. State Department Diplomacy Lab project, addressing Colombia's rural digital divide (Catatumbo, Bajo Cauca, Tumaco). Submitted a policy report to the U.S. Embassy with recommendations.

-Researched closely with USAID and a team of 5 scholars to conduct thorough data analysis and assessment of resilience of Ethiopian communities experiencing recurring violent conflict shocks.

Business Management Intern, Fundación Alisos, Bogotá Spring 2022

-Crafted a comprehensive fundraising strategy for implementing environmental and peace projects in Colombia refreshing a database.

Gender Equity Research, Purdue University, West Lafayette, IN Fall 2021

-Published comparative study on gender relations in top women's basketball leagues of the United States and Colombia. Analyzed media coverage and labor conditions through interviews with 10 players and 3 coaches.

Peacebuilding Intern, Truth Commission, Bogotá Spring 2021

-Interviewed social leaders and an ex-combatant to gather insights on peacebuilding. Systematized 5 non-violence resistance experiences in Colombia using qualitative methods.

Environmental Impact Consultant, Comisión Intereclesial de Justicia y Paz, Bogotá Spring 2021

-Assessed environmental and spiritual effects of a multinational corporation's palm oil agribusiness on indigenous community in Meta, Colombia. Led a focus group with 15 indigenous women.

Policy Research Associate, Universidad Nacional de Colombia, Bogotá Fall 2019 – Spring 2022

-Analyzed 2 social organizations' participation in the Colombian peace agreement's fourth point on illicit crop substitution. Published a chapter in a book highlighting these findings.

-Developed a consensus conference about euthanasia in children and adolescents through 4 debates and workshops with citizens and young patients coping with terminal illnesses.

LEADERSHIP POSITIONS

Scout Association: Volunteer

Spring 2006-Fall 2015

-Implemented promoted recycling and toy collection campaigns. Served as a touristic guide for 1,080 hours.

Domestic Workers Union: Volunteer

Spring 2019

-Interviewed domestic workers and facilitated trainings on labor rights and gender for 48 hours.

Young Men's Christian Association (YMCA): Volunteer

Fall 2019

-Facilitated recreational activities with children living in outlying areas of Bogotá for 36 hours.

Colombian Student Association at Purdue: Mentor

Spring 2023

-Mentored a student in finding campus research opportunities through regular monthly meetings.

LANGUAGES

-Spanish: Native or bilingual proficiency.

-English: Native or bilingual proficiency.

-French: Professional working proficiency.

PUBLICATIONS

- Chicaíza, A. & Lasso Jimenez, A. (2024). Sustitución integral para la paz: El enfoque participativo en la implementación del PNIS. In *En-trampa-miento a la participación en la implementación del Acuerdo de Paz en Colombia (2016-2021)* (Universidad Nacional de Colombia).
https://books.google.com/books?id=BqT2EAAAQBAJ&printsec=frontcover&source=gbs_atb#v=onepage&q&f=false.
- Adekunle, T., Lasso Jimenez, A., & Connaughton, S. (2023). Post-colonial and subaltern traditions of communication scholarship on the African continent. In process of publication.
- Lasso Jimenez, A. (2022). Sport in not neutral. A comparison of gender inequalities in Colombian and American women's basketball leagues. *The Journal of Purdue Undergraduate Research*: Vol 12, Article 9. DOI <https://doi.org/10.7771/2158-4052.1556>.
- Lasso Jimenez, A. (2021). Poder y violencia doméstica. Mi experiencia leída desde Hobbes y Spinoza. *Revista Voto Incluyente*: No 12, Article 3. https://www.humanas.unal.edu.co/2017/unidades-academicas/departamentos/psicologia/application/files/7316/4726/1499/Voto_Incluyente_12.pdf.
- Lasso Jimenez, A., Cardona, D., Gonzalez, C., Jiménez, H., et al (2021). Effects of the agroindustry palm oil model in the food sovereignty of the Sikuaní indigenous community from Caño Ovejas. Mapiripán-Meta. In process of publication.
- Lasso Jimenez, A. (2020). Ni la pandemia frenó los gatillos. *Revista de Análisis de Coyuntura: El Nuevo Topo*: No 24, Article 2. http://bienestar.bogota.unal.edu.co/pgp/Publicaciones/el_nuevo_topo/nuevo_topo.html.