

EXPERIENCE

Content Creative Aug. 2019 - Present
Steel Advertising

Clients: Madame Alexander, Fischer & Wieser, Department of Public Safety, A&M-San Antonio

- Ideate social media content within existing brand standards that compels target audience response
- Manage ideation, creation, and execution of content for social media and other collateral assets
- Research and monitor activity of both our clients and their competitors
- Stay current and up-to-date on social media platforms, trends, and marketing insights
- Collaborate with media department to understand how content is performing and be able to make recommendations to enhance and optimize performance

Copywriter Freelancer Nov. 2020 - Feb 2021
Ahlo

- Plan and create content for social media

Design Intern Jun. 2018 - Aug. 2018
City Council Candidate

- Created mass marketing banners and digital banners
- Gained experience in design for digital and OOH marketing

EDUCATION

University of Texas at Austin
B.S. Advertising
Texas Creative Portfolio Sequence
Business Minor

SKILLS

Copywriting	Adobe Suite	Email Marketing
Critical Thinking	• Photoshop	• Klaviyo
Problem Solving	• Illustrator	• Cloud HQ
Microsoft Suite	• XD	• MailChimp
Google Suite	• Lightroom	
Graphic Design	• After Effects	
SEO		

AWARDS

Young Shits, Feb 2020 Winner
Austin Addys, Bronze
