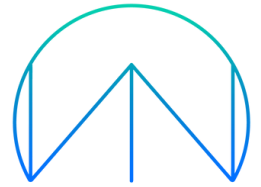


CRISTINA VILLARREAL

Advertising + Communication



INTERESTS

Copywriting
Art Direction
Brand Development
Audience Development
Advertising Strategy
Communication Strategy

SKILLS

Languages

Spanish + English

Office Suites

P Microsoft Office
P iWork

Adobe Suite

P Photoshop
P Illustrator
P InDesign
P After Effects
B Premiere Pro

Communication Admin.

P MailChimp
P Hootsuite

Graphic Design

P Figma
P Canva

Website Design

P Wix / EditorX
P Wordpress

B = Basic Knowledge
P = Proficient Knowledge

EDUCATION

2018 - 2022

University of Texas at Austin

Bachelor of Science in Advertising
Minor in Media and Entertainment Industries
Member of the Texas Immersive Institute
Graduation in May 2022

EXPERIENCE

2022 - Present

EZEcom

Communications Analyst

Tasks: Conduct content research, conceptualize copy, perform social media management, execute graphic design, perform project management tasks, supervise communication strategy executions, monitor information outlets, produce content translation, record and manage sensitive information, and coordinate meetings among different task forces and agencies.

Standout Projects: Coordinating the editorial, print and distribution project for the book "Don Alfredo Arteaga Lira: Testimonios de su legado empresarial" and organizing its presentation at the EGADE Business School; producing the pilot episode of "Foros FNSI"; and executing the holidays public relations campaign for the President of CANACO Monterrey.

2020 - 2022

Liberal Arts Instructional Technology Services Design Student Technology Assistant

Tasks: Conduct creative briefs, execute graphic design for promotional and academic material, edit and manage websites, implement UI/UX design, conduct client communication, and perform photo editing for branding purposes.

2020 - 2022

Diversity in Advertising & Public Relations Creative Director & Outreach Director

Tasks: Manage social media, execute graphic design, plan and lead official meetings, compose and manage the bi-monthly newsletter, and conduct promotional outreach communication among the academic community.