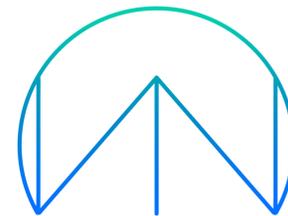


# CRISTINA VILLARREAL

Advertising + Media & Entertainment



## PROFILE

### Name

Cristina Villarreal Núñez  
(vi-ja-reAl) (noon-jes)

### Pronouns

She / Her / Ella

### Contact Info

cvnunez99@utexas.edu

### Fields of Interest

Communication Strategy  
Creative Direction  
Audience Development  
Experience Design

## PORTFOLIO

### Portfolio

cvnunez.com

### Author Page

cristinaauthor.com  
amazon.com/author/cristinavillarreal

### Instagram Page

@saludtresmentes

### Blog

sta.laits.utexas.edu/author/cv22637/

## EDUCATION

2018 - 2022

### University of Texas at Austin

Graduating Spring 2022  
Bachelor of Science in Advertising  
Texas Immersive Sequence  
Media and Entertainment Industries Minor

2015 - 2018

### Tecnológico de Monterrey, PrepaTec

Multicultural Program  
Honors Certificate in Literature:  
Equivalent to IB Spanish A Literature HS

## EXPERIENCE

2020 - Present

### Liberal Arts Instructional Technology Services

Design Student Technology Assistant  
Conduct creative briefs, execute graphic design for promotional material, edit and manage websites, implement basic UI/UX design, carry out client communication, conceptualize and create material such as logos, banners, and iconography, perform photo editing for branding purposes

2020 - Present

### Diversity in Advertising & Public Relations

Creative Director & Outreach Director  
Manage multi-platform media, design graphics, plan meetings, write bi-weekly newsletter, handle promotional communication to professors & staff, lead general meetings

2019 - 2020

### Tres Mentes

Co-Founder/Media Director  
Collaborate on graphic design, manage posting schedule, conduct community management

## SKILLS

P = Proficient Knowledge B = Basic Knowledge

### Languages

P Spanish  
P English  
B French

### Adobe

P Photoshop  
P Illustrator  
P InDesign  
P After Effects

### Other

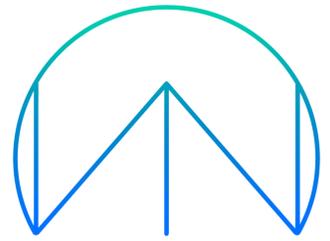
B Premiere Pro  
P iMovie  
P iWork  
P Microsoft Office

P Wix  
P Wordpress  
P MailChimp  
P Hootsuite

P Figma  
P Canva  
B Blender  
B HTML Code

# CRISTINA VILLARREAL

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Greetings,

I am a graduating Advertising student with a minor on the Media and Entertainment Industry, and a focus on Immersive Experience Design from the Texas Immersive Institute at the University of Texas at Austin. I am also a Mexican international student, with a passion for diversity, equity, and inclusion. You may not know me personally just yet, but let me tell you why reading this cover letter will be worth your time.

One of the main reasons I decided to enter this field of study is because I truly believe that Advertising is one of the greatest unspoken authors of history as we know it. Through the means of creativity and strategy, Advertising has undoubtedly been able to shape a lot of beliefs in this world.

However, this industry notoriously does not have the best of reputations. 'Controversy' has almost become synonymous with ads in the mind of the collective public, and that is due to the growing power Advertising has come to acquire in society's day-today. But, as I choose to believe, power is a catalyst for change. So I decided to work in this field to improve the content we create with the goal of ultimately fostering an environment that is not just creative, but also promotes justice, accountability and learning to effectively build a happier, healthier tomorrow.

Moreover, with this goal in mind, I have been able to develop my research, communication, and creative skills at UT Austin as a student, an Explorer for the Texas Immersive Institute, as an Outreach director for the Diversity in Advertising student organization, and as a Student Technology Assistant for the College of Liberal Arts. But as I dive into this industry head first as I graduate from college, I ask for your help and consideration to be able to reach my goal of *making the world a happier place*.

Thank you in advance for your time and consideration.

With much appreciation,

Cristina