

# Christopher J. Mendez

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## EDUCATION

### University of Texas at Austin

*B.S. in Advertising, 3.8 GPA*

August 2016 - May 2020

## SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe After Effects
- Canva
- Video Production
- Video Editing
- Spredfast
- NUVI

## RELATED COURSEWORK

- Graphic Communications
- Brand Storytelling
- Intro to Design Thinking
- Social Media
- Coding for Journalists

## INTERESTS

- Competitive FPS Games
- Romantic Comedies
- Single Origin Coffee
- Japanese Indie Rock

## EXPERIENCE

### Digital Marketing Intern

musx | Austin, TX | January 2020 - May 2020

- Planned and executed marketing campaigns to promote brand
- Assisted with the writing and proofreading of marketing materials
- Collaborated with the social media team to create original visual content
- Compiled and sorted social media analytics into Google Sheets for future campaign optimization

### Video Production Intern

EMURGO | Tokyo, Japan | June 2019 - August 2019

- Captured videos and photos for social media accounts
- Edited video for social media accounts
- Conducted marketing research for future videos

### Marketing Intern

LCAE, UT Austin | Austin, TX | August 2017 - May 2019

- Designed flyers and logos for organization and marketing use
- Photographed events for the organization's social media accounts
- Prepared and edited marketing content to improve readability
- Co-founded and maintained a crowd-funded campaign for first-generation students at UT Austin, raising over \$20,000

### Bank Teller

CCATCU Credit Union | Corpus Christi, TX | June 2015 - August 2016

- Assisted personal and commercial accounts regarding cash handling on a daily basis
- Provided an elevated customer experience to generate loyal clientele
- Answered phones and greeted members with positive attitude
- Maintained a depository station at Collegiate High School and promoted financial literacy to the student body