

ELIZABETH VILLEGAS

| Humble, Tx 77396 | 832-870-3771 | villegaselizabeth2@gmail.com

OBJECTIVE

Marketing Assistant

EXPERIENCE

Huatan - Landscaping Company

Marketing Internship | The Woodlands, TX

April-August 2024

- Social Media & Digital Content: Captured and edited photos and video clips to create dynamic content for Huatan's social media and other digital platforms, ensuring engaging visuals that align with our brand.
- Print Marketing Materials: Designed and produced brochures, business cards, flyers, and other print collateral to support our Expo presence and attract new leads.
- Email Marketing Campaigns: Managed email marketing efforts, designing visually compelling newsletter templates and content to keep our audience informed and engaged.
- Branding & Visual Design: Developed a cohesive visual identity for all marketing materials to ensure a unified look and feel across both digital and print platforms.

Audience Media Group – Digital Marketing Agency

Marketing Internship | College Station, TX

April-August 2024

- Brainstorming and developing creative content ideas for social media posts.
- Gathering inspiration and crafting engaging captions tailored to the brand's voice.
- Scheduling posts for specific dates to align with marketing campaigns and promotional calendars.
- Designing and editing graphics for social media to enhance visual appeal and engagement.
- Creating mood boards or inspiration guides to support campaign aesthetics and content direction.
- Monitoring and analyzing social media engagement metrics to identify trends and assess what types of content are driving business growth

EDUCATION

Brazosport College| Lake Jackson, TX

2021-2022

Business Administration and Management

Associate of Arts Degree

University of Houston| Houston, TX

Cullen College of Engineering Technology

2023-2025

Bachelor's in science in Digital Media

Minor: Technology Leadership & Innovation Management

AWARDS & CERTIFICATIONS

Engineering Blue Belt Certification

- Certified by the UH College of Technology Innovation and granted by the Innovation Engineering Institute.

TECHNICAL SKILLS

- Knowledge in Adobe Software- InDesign, Illustrator, Premier & Photoshop
- Knowledge in Microsoft Software- Teams, Word, Excel, PowerPoint
- Knowledge Canva, Capcut, and Edits.
- Fluent in English & Spanish