



AUDREY MCNAY

MARKETER AND STRATEGIST

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 imthereal.github.io

SKILLS

PHOTOSHOP



ILLUSTRATOR



INDESIGN



PREMIERE



MICROSOFT OFFICE



SOCIAL MEDIA



PYTHON



JAVA



HTML / CSS



EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

MAY 2019

B.S., Advertising

Moody College of Communication Honors Program

GPA: 3.68

McCombs Business Foundations Certificate

Minor in Rhetoric and Writing

Additional Coursework: Intro to Computer Science, Data Structures, Advanced Design Thinking, Intro to Microeconomics

WORK EXPERIENCE

CONTENT STRATEGY INTERN AT FACEBOOK

SUMMER 2018

- Strategize high-level functionality and edge cases
- Write UI content for emerging markets and “special countries”
- Deploy and conduct tests on user experience
- Query data with SQL, analyze and give recommendations
- Main project had stat sig positive results and will be shipped

MARKETING INTERN AT EDLIO

SUMMER 2017

- Develop email campaigns targeting school administrators
- Write blog posts on website development and education
- Write and design eBooks for download on landing pages
- Create graphics for web and print
- Conduct analyses on competitor products and media

TECHNICAL WRITER AT ARL:UT

FALL 2017-PRESENT

- Write documentation on sonar technology for U.S. Navy
- Maintain Advanced Technology division style guide
- Utilize Madcap Flare and GIT version control

FREELANCE GRAPHIC DESIGNER

2014-PRESENT

- Develop UI for mobile applications
- Design logos/shirts for various organizations
- Create posters to display in corporate office
- Design print and email promotions for various companies

OTHER WORK:

Comics Editor at the Daily Texan

Recruiting Associate at Natural Sciences Career Services

Social Media Specialist at Sanger Learning Center PLUS Program

CAMPUS & COMMUNITY

MEMBER OF WOMEN OF EXCELLENCE

2017-PRESENT

- Serve as a peer mentor for a UT underclassman
- Volunteer at local charities such as Posada Espanarza
- Host on-campus events such as “Take Back the Night”
- Promote Women of Excellence to students on campus

PEER AMBASSADOR FOR STUDENT CONDUCT

2017-PRESENT

- Provide information about on-campus resources
- Explain student discipline process and procedures
- Answer questions regarding student conduct process

SECRETARY OF HUMANITIES STUDENT COUNCIL

2017-2018

- Act as liaison between Humanities students and advisors
- Take meeting minutes and document important events
- Organize academic/social events for current members
- Promote Humanities Program to prospective students

MENTOR AT UTSEEK

SPRING 2016

- UTSEEK: Student Engineers Educating Kids
- Mentor students at Overton Elementary School weekly
- Present and supervise catapult project at Explore UT
- Manage bottle rocket station at The Thinkery tech museum