

# SERGIO GARCIA

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## EDUCATION

**The University of Texas at Austin** | Cumulative GPA: 3.5  
Bachelor of Science in Public Relations, Moody College of Communication  
Business Minor | Texas Media & Analytics Spring 2026 Cohort

May 2027

## PROFESSIONAL EXPERIENCE

**Buckle Inc.** | *Leader in Training (Part-time)* | Austin, TX

Aug 2025–Present

- Direct a team of 4-7 associates during 3-hour sales segments to achieve targeted sales goals, consistently meeting or exceeding shift revenue objectives
- Style guests and recommend personalized wardrobe solutions to enhance customer experience and drive sales conversion

**Buckle Inc.** | *Business Management and Sales Intern* | Austin, TX

May 2025–August 2025

- Selected Buckle Black as a focus brand for a 30-day strategic business plan aimed at increasing brand visibility and sales
- Led a store-wide initiative to educate teammates, enhance visual merchandising, and integrate brand promotion with every guest interaction
- Increased Buckle Black's national sales ranking from 91st to 43rd and sellable units on hand from 172 to 248 units, expanding product placement after 30-day campaign

**T-Mobile** | *Retail Associate Manager* | Austin, TX

September 2023–May 2025

- Collaborated with the store manager to observe and coach a team of 4 employees, enhancing team performance and company culture
- Ensured employees are well-informed about all cellular wireless products and services, contributing to a monthly gross profit goal of \$15,000
- Managed daily operations, including visual merchandising for new products, sales reporting, and inventory management

**AT&T** | *Retail Sales Consultant* | Dallas, TX

July 2020–August 2022

- Led broadband activations as the top sales representative for 6 consecutive months, boosting sales performance
- Analyzed customer demands to determine products and services, setting prices and credit terms, resulting in 20+ 5-star Google reviews

## LEADERSHIP & CAMPUS INVOLVEMENT

**Hispanic Public Relations Student Association (HPRSA)** | *Social Media Director* | Austin, TX

May 2025–Present

- Design creative flyers, story takeovers, and event animations to promote chapter events and increase member engagement; produced 22 flyers 1 reel and covered live event photography.
- Organize and promote 2 free headshot sessions for members to achieve a turnout of 15 participants, and enhance professional development opportunities

**Diversity in Advertising & Public Relations (DA&PR)** | *Creative Director* | Austin, TX

May 2025–Present

- Design visual materials, including a 10-page internship spotlight carousel and 12 flyers for meetings, events, and socials, to promote organization initiatives and increase student engagement
- Collaborate with a co-creative director to develop branded content for guest speakers and socials

**Giant Noise** | *SXSW Volunteer* | Austin, TX

March 2025

- Supported event operations by distributing wristbands and verifying attendee ages, ensuring smooth access and compliance at the open bar for Hook 'Em House at SXSW

## CERTIFICATIONS & SKILLS

**Certifications:** Google Ad Words, Google Analytics, Google Trend Data, Stukent Digital Marketing Simternship

**Writing:** AP Style, Features, Profiles

**Language:** Spanish (spoken and written)

**Computer Skills:** Tableau, MS Excel (Pivot Tables + V,X,H LOOKUP), Canva, Adobe Creative Suite, Affinity Photo, iMovie, Microsoft 365, Google Office

## AWARDS & HONORS

**Awards:** Dallas Bar Foundation, SPARK! Award

**Honors:** Moody College of Communication Dean's List (Fall 2024)