

About Dynamic and innovative creative with a passion for blending analytical thinking with imaginative storytelling. Because of my diverse background in design, marketing, and law, I bring a unique perspective to every project, combining strategic insights with a keen eye for design to produce an elevated experience.

Skills

Languages Spanish & English

- Design skills acquired through architecture courses and non-profit work
- Proficiency in digital flyer creation for book promotions, local venues and events
- Experience in video editing and production
- Knowledge in website building
- Skilled in creating effective PowerPoint presentations
- Proficient in utilizing marketing tools and digital design software, developing captivating and immersive projects to optimize campaigns and enhance brand visibility.
- Skilled in coordinating and executing promotional events, product launches, and experiential marketing campaigns.
- Strong interpersonal and communication abilities, with a proven track record of building relationships with key accounts.
- Detail-oriented and highly organized, with the ability to manage multiple projects simultaneously and meet tight deadlines.
- Proficient in utilizing marketing tools, developing captivating and immersive projects to optimize campaigns.

Professional Experience

adidas Brand-Specialist

August 2022- current
Archival, Portland, OR
References: Taylor Noyer, Chris Miller

Dynamic and results-oriented planning to drive brand awareness, increasing market penetration, and maximizing ROI through targeted field campaigns and activations. Q3 2023 MVP.

Sacramento Roller Derby

2022- current
Board of Directors - Games Director
Marketing Committee, Training Committee

Alamo City Roller Derby

2011 - 2020
Marketing, sponsorship, training committee.

Education

M.S.L. - McGeorge School of Law - graduating 2024
Sacramento, CA Law · Government Law and Policy

B.A. Politics & Law - UT at San Antonio 2021
San Antonio, TX
Honors - Magna Cum Laude & Departmental Honors

A.A. Liberal Arts-Architecture & Design 2019
San Antonio, TX
