

# EMELY ROMO

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## SKILLS

Spanish Speaker		Adobe Creative Cloud	
Instagram/TikTok		Slack/Teams/Asana	
Qualitative Research		Creative Problem Solving	
Canva Pro		Copywriting	



Scan for portfolio

## EDUCATION

### The University of Texas at Austin

BS in Advertising  
BA in Mexican American and Latina/o Studies  
Business Minor

Expected: May 2024

## RELEVANT EXPERIENCE

### Festival Marketing Intern

September, 2023 - December, 2023

#### C3 Presents, Austin, TX

- Created and presented a marketing pitch for a potential new festival including branding, demographic research, paid and owned social content ideas, influencer strategy, sponsorships, and a media budget
- Drafted copy, researched influencers to collab with, and drafted social content ideas for various festivals
- Captured content onsite for Austin City Limits and Austin Food & Wine that was posted the same day

### Strategy Intern

June, 2023 - August, 2023

#### Ogilvy, New York, NY

- Won first place in Ogilvy US' Intern Project Contest working as a strategist and copywriter
- Worked on the Verizon B2B account for all social media handles in their business and front-line sectors
- Drafted content calendars, creative briefs, moment mapping decks, and insights based on current trends
- Attended client meetings and live-pitched to Citizens Bank clients for Intern Project Contest

### Creative and Content Strategy Intern

January, 2023 - April, 2023

#### Quiroz and Co, Dallas, TX

- Updated agency's branding and social media strategy (created new core values, crafted audience personas, drafted a new visual identity, and proposed an updated content schedule).
- Drafted creative strategy decks for clients (including photoshoots, podcasts, and social content).
- Created social media content for clients and internally in video and photo format.

### Social Media Intern

January, 2021 - February 2024

#### Latino Studies UT, Austin, TX

- Created and scheduled content (Instagram, TikTok, Twitter, and Facebook using Later).
- Conducted outreach to Latinx-serving organizations on campus for social media features and as data collection for UT's Latinx student involvement on campus.
- Managed social media content calendar

## ACHIEVEMENTS + CERTIFICATES

### Google Analytics Certificate

March, 2024

- Completed the Get Started Using Google Analytics course by Google's Digital Academy (SkillShop)

### Photoshop 2022 Essential Training

November, 2022

- Completed the Photoshop 2022 Essential Training certificate through LinkedIn Learning.

### McCombs International MKT Barcelona Maymester

May, 2022 - June, 2022

- Studied abroad with UT's McCombs School of Business in Barcelona, Spain.

### PR Council's Agency Ready Certificate

May, 2021

- Completed the course to earn PR Council's Agency Ready Certificate.