

Mia Bustillos

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EXPERIENCE

Content Intern

Summer 2021

TexasTasty

3 months

- Reviewed a variety of local Austin eateries.
- Created written content for the website.
- Pitched several ideas for online content.
- Designed promotional Instagram stories on Canva.

Digital Content Intern

Summer 2021

Girls that Create

3 months

- Managed Twitter account.
- Created and scheduled several promotional social media posts.
- Wrote several articles for the website on WordPress.
- Pitched ideas for evergreen articles and conducted interviews.
- Created engagement strategies for Twitter.
- Conducted interviews for creative spotlight editorial.

Digital Media Marketing Intern

Fall 2019

ReRoute Music Group

5 months

- Assisted in creating promotional images for Twitter, Instagram, and Facebook
- Mastered programing social media content via Hootsuite.
- Coordinated with supervisors on digital content.
- Managed SaulPaul website and app.
- Coordinated with supervisors to plan marketing campaigns.
- Analyzed social media engagement across several platforms.
- Assisted in live-music event planning.

EDUCATION

2018-2022

St. Edwards University

Anticipated Graduation: Spring 2022

Bachelor of Arts in Communication

Overall GPA: 3.78

Concentration in Journalism and Media Arts with a Minor in Digital Media

Honors & Activities

Dean's List: Fall 2018- Current

Hilltop Views, Staff writer, Spring 2020-Present

CABRA Magazine, Member, Spring 2019-Present

SKILLS

- Inbound Marketing Certification from HubSpot
- Proficiency in Adobe Suite (Illustrator, Photoshop Certified, Premiere pro)
- Efficient with Microsoft and Google Suite
- Knowledgeable of Google Analytics, Wordpress and Mailchimp
- Video and audio production experience

