

SIERRA GARCIA

WORK EXPERIENCE

Digital Marketing Intern

URECC / May 2023 - August 2023

- Defined core messages for social and created social media content.
- Diversified the audience mix of the website and work to create engaging content for members and employees.
- Worked closely with HR to plan entertaining and meaningful events .

Marketing & Development Assistant

Arts Council / September 2023 - Current

- Planned, communicated, and executed events for various charities.
- Assisted in with the development of long-term and short-term marketing plans
- Broadcasted and recorded content for social media.

EXTRACURRICULAR POSITIONS OF LEADERSHIP

PR/Marketing Officer

Aggie ACHIEVEmates / May 2023 - Current

- Created logos and branding material for MSC open house as well as recruitment.
- Led the website redevelopment project and worked hard to polish our image.
- Managed and built lasting relationships with business owners while working to achieve fundraising opportunities for our organization,

Texas A&M Peer Mentor

Texas A&M /May 2023 - Current

- Helped students adjust and become academically successful.
- Served as a mentor for academic, co-curricular, and leadership involvement

EDUCATION

High School Diploma

Gilmer High School

- Graduated in May 2021

Bachelors of Arts & Sciences

Texas A&M University

- Bachelor of Science in Communications with a minor in Economics
- The intended graduation date is December 2024

CERTIFICATIONS & SKILLS

- Influencer Marketing Certified through Meltwater
- Marketing Strategy
- Social Media Content Creation
- Client Relationship Management

CONTACT INFORMATION

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