

Adrian Elias

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SUMMARY OF QUALIFICATIONS

- Digital content creator and media specialist with a diverse skill set and passion for content creation and storytelling
- Two years experience in social media management, journalism, video and audio editing, and content creation
- Dynamic and creative marketing professional with a strong understanding of digital marketing

EDUCATION

Bachelor of Science in Digital Media Innovation
Texas State University Minor: Media Studies

December 2023

Relevant Coursework:

Advanced Social Media Analytics, Student Social Media Coordinator

Collaborated with a team of four to analyze client social media analytics, identifying strengths and growth opportunities. Using this data, we developed a comprehensive client portfolio and created content for Facebook, Twitter, Instagram, and Instagram Stories, supported by monthly analytics reports.

PROFESSIONAL EXPERIENCE

Specialty Sales Team Member

February 2024 - Present

Target, Euless, Texas

- Provide exceptional customer service by assisting guests in the Style department, ensuring a positive shopping experience
- Collaborate with team members to maintain product presentation and inventory management
- Stay informed about current fashion trends and promotions to effectively engage with customers and drive sales
- Assist in visual merchandising and maintaining organized displays to enhance the shopping environment

Digital Media Intern

May - December 2023

Division of Marketing and Communication, Texas State University

- Curated and developed engaging copy and visuals for social media platforms, including Instagram, Twitter, Facebook, and LinkedIn.
- Scheduled and managed digital content using Hootsuite, ensuring timely posts aligned with marketing strategies.
- Contributed to website development by enhancing content and implementing updates to improve user experience.
- Edited video and audio content using Adobe Creative Suite, enhancing brand engagement and storytelling.
- Starred in video and audio content across social media platforms and Texas State's podcast network.

Social Media Assistant Director

January - December 2023

KTSW 89.9, Texas State University

- Managed "Other Side Drive" requests through Instagram and Instagram Stories, engaging audiences with music content
- Shot, edited, and produced videos from storyboard to final cut, creating engaging series like "5 Songs for Fall"
- Managed the Instagram, Twitter, and Threads accounts, responding to audience interactions and live event coverage
- Coordinated schedules and trained student staff, fostering collaboration within the team

Career Associate

November 2021 - June 2023

Career Services, Texas State University

- Provided job application feedback, interview prep, and support for part-time job searches to students and alumni
- Aided in office organization and administration, utilizing Microsoft Office for filing systems and communication

KEY COMPETENCIES

- **Technical Proficiency:** Advanced in Microsoft 365 and Google Suite; proficient in Adobe Creative Suite (InDesign, Photoshop, Illustrator, Audition)
- **Writing & Editing:** Exceptional writing, editing, and proofreading skills with experience in content creation
- **Social Media Management:** Strong knowledge of social media platforms and strategies for audience engagement
- **Collaborative Work:** Experienced in both independent and team-oriented projects, demonstrating effective communication
- **Organizational Skills:** Proven ability to multitask and prioritize effectively in fast-paced environments