

SAMANTHA ELISA VELASQUEZ

DIGITAL MEDIA CREATIVE

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ABOUT ME

I'm a college graduate from the University of Houston with a Bachelors of Science in Digital Media with a minor in Organization Leadership Supervision. I'm seeking a job where I can implement my skill set.

MY SKILLS

ADOBE CC SOFTWARE

BRANDING

GRAPHIC DESIGN

TEAM LEADERSHIP

PROJECT MANAGEMENT

PHOTOGRAPHY/PHOTO-RETOUCHING

MARKETING ANALYSIS

SOCIAL MEDIA

LANGUAGES

NATIVE SPANISH

ENGLISH

REFERENCES

Jean Pierce
Professor of Digital Media
713-743-1114
Jpierce@uh.edu

Jerry J. Waite
Professor of Digital Media
713-743-4089
jwaite@uh.edu

PROJECTS

MOBILE MARKETING COMPANY PROJECT

INTECHA MOBILE MARKETING

Lead and work with a group of 4 people to create a Digital Media business plan and design a video pitch and business proposal portfolio. The business proposal portfolio includes a workflow, benchmark production data, budgeted hour rates, and the cost of the entire project.

SWOT ANALYSIS/ MARKETING MIX

LUSH COSMETICS SWOT ANALYSIS

Created a SWOT Analysis on a company (LUSH Cosmetics) in order to create a Marketing Mix that would work for a product that could be created for the business.

GRAPHIC INTERNSHIP

BILL YOUNG PRODUCTIONS

As of January 17, 2017 I started an internship at Bill Young Productions with their Graphics Department to understand the in's and out's of how graphic illustration is used in tour/concert advertising and promotion.

EDUCATION

BACHELOR OF
SCIENCE DEGREE
(2011 - 2017)

UNIVERSITY OF HOUSTON
Digital Media - Motion Media Emphasis
Minor - Organization Leadership Supervision
Dean's List: Spring 2015

INTERESTS

