

# SAMANTHA ELISA VELASQUEZ

## DIGITAL MEDIA CREATIVE

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### ABOUT ME

I'm a current student at the University of Houston majoring in Digital Media and will be graduating during the Spring 2017 semester.

### MY SKILLS

ADOBE CC SOFTWARE

BRANDING

SOCIAL MEDIA

TEAM LEADERSHIP / PROJECT MANGEMENT

PHOTOGRAPHY/PHOTO RETOUCHING

MARKETING ANALYSIS

GRAPHIC DESIGN

### LANGUAGES

ENGLISH

SPANISH

### REFERENCE

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 busines.

#### INTERNSHIP

#### BILL YOUNG PRODUCTIONS INTERNSHIP

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

### EDUCATION

#### BACHELOR OF SCIENCE DEGREE (2011-2017)

#### University of Houston

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

### INTERESTS

