

Andrea Castellanos

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EDUCATION

The University of Texas, Austin, Texas

Bachelor of Science in Advertising, Minor in Business

Expected December 2025

WORK AND ACADEMIC EXPERIENCE

Texas Creative

Fall 2024

- Fostered innovative thinking and creative skills in advertising with a sequence of portfolio-building classes
- Participated in seminars aimed at developing essential skills such as copywriting, strategic thinking, and technical skills
- Refined creative process aimed towards producing unique and captivating advertising campaigns

CrudeChem Technology Pattison, Texas

May 2021- August 2021

Advertising Intern

- Assisted in leading the marketing team through a strategic transition from a B2B to a B2C market, tailoring marketing strategies to better engage consumers
- Developed social media content aimed at increasing brand awareness and customer understanding of product applications
- Worked alongside the president of the company to align marketing efforts with product development and sales objectives

Undergraduate Research

“The Impact of Photographs on the Understanding of the Civil War.”

Spring 2022

- Competitively selected from 100+ students to present research in the Honors College Undergraduate Research Conference at Lone Star College CyFair
- One of 4 selected students to advance to the Great Plains Honors Council regional conference in Wichita, Kansas

LEADERSHIP AND INVOLVEMENT

Honors College Leadership Program

Apprentice and Mentor

Fall 2021-Spring 2023

- Exhibited commitment to collaborative teamwork while offering guidance in research projects to freshmen
- Attended all mandatory and assigned events within the Honors College while assisting with program initiatives

Global Solutions Sustainability Challenge

March 2022-May 2022

Media Manager

- Internationally collaborated with students from Jordan to address food waste through a prototype that resembled an app
- Organized and coordinated various media features in the design of the prototype, selected as one of five finalist teams

Selected Academic Clubs

August 2023-Present

- **Texas Advertising Group: Member.** Traveled to Chicago to visit various world-renowned advertising agencies, gaining insights into industry practices and networking with top professionals
- **SPARK Magazine: Photographer;** student run editorial magazine. Photos were published and featured in Issue No. 21

SCHOLARSHIPS AND AWARDS

Dean's List

Spring 2024

- One of highest honors awarded to students who have earned 45 grade points and a GPA of 3.50

Richard Carpenter Endowment Presidential Scholar Award Recipient

August 2021-May 2023

- Competitively selected merit scholar with honors distinction showing growth, recruitment, and honors good standing
- Merit Award recipient Fall 2021, Spring 2022, Fall 2022, and Spring 2023

International Capstone Study Abroad Scholarship Recipient

May 2023

- Selected based on scholarly merit for fully funded travel scholarship to Barcelona, Spain
- Summative demonstration of Honors research, writing, and presentation skills
- Obtained certifications in various subjects through Universitat Autònoma de Barcelona

SKILLS

Languages: Spanish (native), English (native) **Computer:** Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, InDesign, and Lightroom), Final Cut Pro, Photography and Videography, Google Suite, Outlook 365, proficiency in Microsoft 365

