

ALEXANDER AVILA

PROFESSIONAL SUMMARY

Marketing professional with a B.S. in Advertising & Brand Strategy and hands-on experience in digital campaigns, SEO fundamentals, and creative design. Experienced in managing multi-brand projects that blend storytelling with performance-driven insights, from social media calendars to vendor-coordinated campaigns. Known for collaboration, adaptability, and a bold, innovative approach to marketing that drives engagement and strengthens brand presence.

EXPERIENCE

ACCOUNT EXECUTIVE INTERN – UNIVERSITY OF NORTH TEXAS

Jan 2024 – Present

- Directed multi-channel campaigns for a diverse portfolio of clients across consumer goods, education, and lifestyle brands.
- Developed SEO-optimized copy for websites, social media, and digital ads, driving higher search visibility and audience engagement.
- Coordinated digital campaign assets, collaborating with creative teams and paid media managers to deliver cross-platform strategies.

MARKETING & COMMUNICATIONS INTERN – AGEN-Z PR

Jan 2020 – December 2024

- Designed print brochures and digital assets to promote degree programs; copywriting focused on student search behavior and program keywords.
- Supported SEO-focused ad placements on local college websites and community newspapers.
- Organized alumni panels and managed LinkedIn/social media campaigns to increase visibility and engagement.

ADMINISTRATIVE ASSISTANT – CENTRAL MARKET (HEB)

Jul 2019 – Present

- Designed marketing materials for in-store events and community outreach programs.
- Partnered with vendors and internal teams to coordinate promotional campaigns and manage scheduling across digital platforms.
- Maintained branded templates and CMS-style content updates to ensure accuracy and consistency.

CONTACT

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EDUCATION

UNIVERSITY OF NORTH TEXAS

Bachelor of Science in Advertising and Brand Strategy, Minor in Marketing

Relevant Coursework: *Digital & Search Marketing, Marketing Metrics & Analytics, Brand Strategy & Identity, Marketing Channels, & Consumer Behavior*

SKILLS

- Copywriting & Audience-Focused Messaging
- Campaign Planning & Analytics
- Keyword Awareness & Audience Search Intent
- Cross-Functional Team Leadership
- Project & Timeline Management
- Visual Branding & Layout Design
- Stakeholder Communication
- Microsoft Office Suite, Google Workspace, Canva
- Bilingual: English & Spanish