

# Armando Villarreal

6734 Santa Anita Dr, Brownsville, TX 78521 | (956) 312-4823 | [villarreal.b.armando@gmail.com](mailto:villarreal.b.armando@gmail.com) | [www.linkedin.com/in/armandovb/](http://www.linkedin.com/in/armandovb/)

## Objective

Full-time career working with Communications, Media and Marketing.

## Professional Overview

Experienced problem solver with a history of excellence in the fields of Communications, Social Media Management and Graphic Design. Outstanding initiative and collaborative skills; Goal and project-driven; Outstanding ability to learn new skills; Committed to quality work and meeting deadlines; Actively open to new challenges; Professionally trained in soft skills for the workplace.

## Interpersonal & Workplace Skills

•Bilingual (English/Spanish)	•Self-Motivated	•MS Excel (LinkedIn Badge)	•Adobe InDesign
•Visual Comms. (Certified Assoc.)	•Organized	•MS PowerPoint (LinkedIn Badge)	•Adobe Acrobat DC
•Social Media Mgmt. (Uni. Certified)	•Active Listener	•MS Outlook	•Adobe After Effects
•Online Marketing (Uni. Certified)	•Problem Solving	•MS Teams	•Adobe Animate
•Content Marketing (Uni. Certified)	•High Level of Integrity	•MS OneNote	•Adobe Dreamweaver
•Soft skills (Certified)	•Strategic Planning	•MS OneDrive	•Adobe XD
•Strong Learning Skills	•Google Docs	•WordPress	•Cascade CMS
•Goal Oriented	•Google Drive	•Adobe Photoshop (LinkedIn Badge)	•PeopleSoft 9.2 Financial
•Detail Oriented	•MS Word (LinkedIn Badge)	•Adobe Illustrator (LinkedIn Badge)	Management Solutions (FMS)

## Work Summary

### Graphic Design, Communications, Social Media Management and Website Management *August 2018 – Today* *The University of Texas Rio Grande Valley, Entrepreneurship and Commercialization Center*

- Continuously developed up-to-date content for the university center's various social media platforms.
- Created/designed effective promotional graphics on demand for events and services.
- Crafted clear and concise messages for the public, partners and clients.
- Developed and implemented local businesses email marketing campaigns to promote programs, and services.
- Regularly updated the website's services, forms, and calendar, as well as other requested customizations.
- Ensured all office computer hardware and software were appropriately maintained and up to date.
- Courteously responded to telephone inquiries from customers, business partners, and the public.

## Special Projects

<b>Designed the Career and Technology Education Brownsville ISD logo</b> <i>Brownsville Independent School District</i>	<i>March 2016</i>
<b>Developed website with access to extensive video and audio archive</b> <i>Gospel Assembly Mission Outreach</i>	<i>May 2017 – July 2019</i>
<b>Redesigned company's slate of flyers and promotional graphics</b> <i>Entrepreneurship and Commercialization Center</i>	<i>January 2018</i>
<b>Designed and print a booklet guide for an international business workshop</b> <i>Consejo Mexicano de la Energia &amp; Entrepreneurship and Commercialization Center</i>	<i>March 2020</i>
<b>Designed a series of flyers to promote local government-sponsored workshops</b> <i>City of Brownsville, City of Edinburg &amp; Entrepreneurship and Commercialization Center</i>	<i>April 2020 - Today</i>
<b>Developed a student outreach program</b> <i>Entrepreneurship and Commercialization Center</i>	<i>January 2024 - Today</i>
<b>1 Million Cups weekly event coordination</b> <i>Entrepreneurship and Commercialization Center</i>	<i>March 2024 - Today</i>

## Education

<b>Bachelors in Visual Communications</b> <i>University of Texas Rio Grande Valley</i>	<i>December 2024</i>
<b>Certificate in Content Marketing</b> <i>University of Texas Rio Grande Valley</i>	<i>June 2021</i>
<b>Certificate in Digital Marketing</b> <i>University of Texas Rio Grande Valley</i>	<i>May 2021</i>
<b>Certificate in Social Media Management</b> <i>University of Texas Rio Grande Valley</i>	<i>September 2020</i>
<b>Adobe Certified Associate</b> <i>Visual Communication with Adobe Photoshop CS6</i>	<i>May 2016</i>
<b>Work Readiness Soft Skills Certificate</b> <i>Workforce Solutions Cameron</i>	<i>May 2016</i>

## Volunteer

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**Audio Visual Technician**

*Gospel Assembly Mission Outreach*

*Jan 2015 – Jan 2019*

**Website and Social Media Manager**

*Gospel Assembly Mission Outreach*

*May 2017 – Jan 2019*

**Bilingual (English/ Spanish) Interpreter**

*Gospel Assembly Mission Outreach*

*June 2017 – Jan 2019*

## References

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**Maria J. Villalon**

*Program Manager, Entrepreneurship and Commercialization Center*

1601 E. Price Rd. Brownsville, TX 78521

[maria.villalon@utrgv.edu](mailto:maria.villalon@utrgv.edu)

(956) 882-4234

**Julio Quiroga**

*Business Development and Continuous Improvement, Entrepreneurship and Commercialization Center*

1601 E. Price Rd. Brownsville, TX 78521

[julio.quiroga01@utrgv.edu](mailto:julio.quiroga01@utrgv.edu)

(956) 882-4119

**Guillermo Garcia**

*Office Manager, The Garcia Agency, Brownsville, TX*

2701 Ruben Torres Sr Blvd, Ste B Brownsville, TX 78526

[memogarcia1085@yahoo.com](mailto:memogarcia1085@yahoo.com)

(956) 371-8260

**Emmanuel G. Garcia**

*Home Office Medical Sales Representative, Mead Johnson Nutrition*

2400 W Lloyd Expy Evansville, IN 47712, US

[emmanuel@springslab.com](mailto:emmanuel@springslab.com)

(956) 909-7044