MAYRA VARELA

Graphic Designer

CONTACT

(956)821-7554

mayra.vvarela98@gmail.com

EDUCATION

Bachelor of Fine Arts Visual Communication Design/Graphic Design
The University of Texas Rio Grande Valley
Edinburg, Texas August 2023 - December 2025

Master of Business Administration (Marketing Concentration)
The University of Texas Rio Grande Valley
Edinburg, Texas August 2020 - May 2022
Master of Business Administration
(Marketing Concentration)

Bachelor of Business Administration in Marketing
The University of Texas Rio Grande Valley
Edinburg, Texas August 2016 - May 2020

SKILLS

- Adobe Creative Suite
- Branding & Identity Design
- Typography and Layout Design
- Digital & Print Production
- Creative Concept Development
- Collaboration & Teamwork
- Project Management & Organization
- Problem-Solving & Critical Thinking
- Communication & Presentation Skills
- Fluent in English and Spanish

EXPERIENCE

The University of Texas Rio Grande Valley
Edinburg, Texas September 2023 – Current
Assistant (Office for Advocacy & Violence Prevention)
- Assisting in the creation of events, projects, campaigns, and administrative tasks.
- Creating graphics, flyers, posters, brochures, and capturing marketing content for events and social media.
- Capturing and publishing content and strategies for events, websites, and social media pages.
- Attending and providing support at events and campaigns hosted by the department to promote and bring awareness to the office's services.
- Monitoring social media and marketing trends to develop effective content.

The University of Texas Rio Grande Valley
Edinburg, Texas October 2022– July 2023
Program Coordinator (Office for Advocacy & Violence Prevention)
- Coordinated, planned and executed events to create awareness of the office's services for students, staff, and faculty.
- Created marketing concepts for disseminating information on the office's services.
- Developed and supervised the implementation of multiple projects and programs.
- Designed high-quality marketing assets including digital content, print media, and online promotions.
- Conducted event evaluations to measure success and effective strategies for future events.
- Using digital illustration, photo editing software, and layout software to create designs.

The University of Texas Rio Grande Valley
Edinburg, Texas January 2021– May 2022
Graduate Assistant (Office for Advocacy & Violence Prevention)
- Attended and provided support at events and campaigns hosted by the department with 150+ participants while developing positive relationships with executives, faculty, staff, and students.
- Created graphics, flyers, posters, brochures, and marketing assets for events and social media.
- Published and captured content for coverage of multiple social media accounts and websites.
- Collaborated with different departments and teams to optimize, promote, and bring awareness to the office's services along with brainstorming for creative and social promotions.