

Daniel Gonzalez-Franco

Edinburg, TX • [LinkedIn](#) • (956) 354-4868 • Dangofra7@outlook.com

EDUCATION

The University of Texas Rio Grande Valley

Bachelor of Fine Arts, Graphic Design

Cumulative GPA: 3.5

Core GPA: 4.0

Edinburg, TX

Expected July 2023

ACCOLADES

- International Bank of Commerce Scholarship Recipient 2019
- UTRGV President's List Academic Achievement Award 2021-2022
- UTRGV Profiles in Excellence Academic Achievement Award 2022
- Wilcox Art Scholarship Recipient 2021-2023
- 2x American Advertising Federation Award 2023
- Texas Intercollegiate Press Association Award 2023
- Nomination for UTRGV Student Leader of the Year Award 2023

PROFESSIONAL EXPERIENCE

The University of Texas Rio Grande Valley

Pulse Magazine Editor-in-Chief

Edinburg, TX

July 2022 – May 2023

- Oversaw management of writers, editors and designers in the production of annual student-run magazine
- Held regular meetings with staff from both campuses to discuss deadlines and facilitate communication
- Mentored staff members and interns in journalistic-style writing and Associated Press Style

The University of Texas Rio Grande Valley

Pulse Magazine Graphic Designer & Social Media/Online Editor

Edinburg, TX

July 2021 – May 2022

- Developed with the graphics editor the overall magazine design, covers, creation of graphics, and layouts
- Responsible for the magazine's overall online and social media presence
- Analyzed data and increased average engagement by 5x, 3x shares on social media, and helped gain over 600 followers in a span of 6 months
- Professionally hosted events and opportunities for the Rio Grande Valley metroplex to interact with Pulse Magazine

The University of Texas Rio Grande Valley

Parking and Transportation Customer Service Assistant

Edinburg, TX

Nov 2020 – June 2021

- Provided excellent customer service to students, staff, and visitors regarding parking and transportation inquiries on campus
- Answered phone lines, communicated with conductors through radio system and monitored social media
- Organized and maintained confidential files, records, and statistical reports

ADDITIONAL

Technical Expertise: Proficient in Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Adobe XD, Animate, Dreamweaver) HTML/CSS; MS Office (Word, PowerPoint, and Excel); Canva

Languages: Fluent in Spanish and English; Conversational Proficiency in French

Skills: Customer Service Oriented, Experienced in Social Media Management, Organized, Creative, Punctual, Goal Oriented, Team Leader and Delegator