



**GALAXY GEEK**

# Miriam Roxzanne Torres

Graphic Designer | Marketing Specialist  
Galaxy Geek Designs | Personal Branding

## PROFILE

I'm a creative and versatile Graphic Designer with skills in design, illustration, marketing, and brand development. Through Galaxy Geek, my personal branding platform, I explore and share my creativity in graphic design, content creation, and social media strategies, building a diverse portfolio. I'm passionate about blending design and marketing to craft immersive visuals that drive engagement and strengthen brand identities and create impactful digital experiences.

## PROJECTS AND CREATIVE WORKS

**Twitch Branding:** Designed overlays, panels, emotes, and online screens for GalaxyGeek117.

**Promotional Graphics:** Created posters and mock-ups for personal branding.

**Logo / Branding:** Designed logos for local businesses.

**Cosplay / Crafting:** Sculpted and crafted cosplay props.

**Typography Animation:** Created an animated video using After Effects.

**Event Promotions:** Designed posters and flyers for Rider Esports and local events.

**Sticker / Magnet Design:** Created fan art-inspired designs e.g., FNAF: Security Breach .

**Website Design:** Developed mock-up sites for a coffee shop and artists.

**Interactive Templates:** Designed Instagram templates for engagement.

## EXPERIENCE

### Social Media / Marketing Intern

*Groove Garden Vinyl Record Shop*

Executed social media strategies to boost engagement and growth.

Analyzed metrics to optimize content and audience interaction.

Created engaging content for Instagram, TikTok, and Facebook.

Strengthened community partnerships to enhance brand visibility.

Identified improvement areas and implemented action plans.

### Social Media / Personal Branding

*GalaxyGeek117 [TikTok / Twitch]*

Grew personal brand to 1.1K+ followers, gaining 679 organically.

Achieved 75K+ video views, 4.9K+ profile views, and 6.4K+ likes.

Best-performing TikTok reached 16K+ views, gaining 1.1K+ followers.

Developed a strategic posting schedule, increasing engagement.

### League of Legends Team Lead

*Rider Esports, University of Texas Rio Grande Valley*

Recruited and onboarded new members.

Promoted the club through events and marketing materials.

Designed promotional graphics and event decorations.

Established a tryout evaluation process for team selection.

Enrolled the team in competitive events like GGLLeague



## CONTACT ME

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GalaxyGeek.Design

Linkdin

## EDUCATION

**BFA in Graphic Design**

Minors in Marketing and

Business Administration

*University of Texas Rio Grande Valley*

**AA in Arts**

*South Texas College*

## SKILLS

### Design Software:

Adobe Photoshop, Illustrator, Canva,  
After Effects, InDesign, Lightroom,  
Premiere Pro

### Social Media Platforms:

Instagram, TikTok, Facebook, Twitch,  
CapCut

### Content Creation:

Video editing, graphic design, animation,  
photography

### Branding / Marketing:

Personal branding, social media strategy,  
content creation, community  
engagement

### Other:

Web design, copywriting, email  
marketing

**Hiring Manager's Name**

**Company Name**

Company Address

City, State, Zip Code

Creativity, strategy, and visual storytelling are the foundations of my work as a graphic designer and marketing specialist. Blending design, illustration, and marketing to craft stellar visual brand identities that resonate and leave an impact. With practice in social media analytics, audience engagement, digital media, and brand strategy, I don't just create content but thrive to create digital experiences. I'm confident and excited to bring my versatile and out of this world skill set to your team and contribute to your company's success.

Contributing to Groove Garden, I played a role with implementing marketing strategies that consisted of content creation, social media analytics, and trend forecasting to drive engagement across platforms such as Instagram, TikTok, and Facebook. On my personal brand, GalaxyGeek117, I organically grew my following to 1.1K+ followers, achieved 75K+ video views, and an engagement rate of 50.2%. This experience refined my expertise in social media growth and trend forecasting, and digital engagement, which I'm excited to create new projects.

Among the stars and the world of marketing, I'm passionate about designing immersive visuals and elements that enhance brand identities and leaves impactful digital experiences. From personal and business materials to promotional event graphics, Twitch overlays, and marketing campaigns, I'm proficient in Adobe Creative Suite to create designs that aren't just visually striking but also strategically impactful. I thrive on animation, typography, website design, and motion graphics into visuals that connect, engage, and inspire.

As the League of Legends Team Lead at Rider Esports, I've developed strong communication and organizational skills while managing recruitment, event promotion, and team coordination.

I would love the chance to bring my versatile skill set of creativity, strategic marketing, and visual storytelling to Company Name. Let's connect to discuss how my skills can align with the stars of your team and company's needs to help your brand shine and drive engagement. Thank you for your time and consideration, I look forward to the possibility of

**Best Regards,**

*Galaxy Geek*



**MIRIAM TORRES**  
**GALAXY GEEK DESIGNS**

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