GRECIA SOTO

GRAPHIC DESIGNER & MULTIMEDIA ARTIST

CONTACT

+1 (956) 215-4313
grecia.soto.cabrales@gmail.com
www.gregrestudio.com

PROFILE SUMMARY

Creative and detail-oriented Graphic Design and Multimedia professional with experience in visual communications, marketing, social media management, and executive assistance. Skilled in graphic design, photography, video editing, and brand-aligned content creation, with strong organizational, communication, and administrative support abilities.

EDUCATION

2022 - 2026
UNIVERSITY OF TEXAS RIO GRANDE VALLEY

- Bachelor of Fine Arts in Visual Communication Design
- GPA: 3.5 / 4.0

SKILLS

- Graphic Design
- Branding & Marketing Materials
- Motion Graphics
- Social Media Content Creation
- Video Editing & Post-Production
- Executive Assistance
- Client & Customer Support

SOFTWARE

- Adobe Creative Suite
- Microsoft Office
- Social Media Platforms & Content Tools

LANGUAGES

- English: Fluent
- Spanish: Fluent

WORK EXPERIENCE

UTRGV - Student Media 2026 - PRESENT
Student Media Intern

- Collaborated with editors, writers, and media staff to develop visuals that complemented article themes and storytelling goals.
- Assisted with basic photo editing, layout revisions, and content preparation for publication deadline.
- Designed graphics, layouts, and visual assets for the university's student magazine, ensuring consistency with brand and editorial standards.

UTRGV - College of Liberal Arts 2025 - PRESENT
Visual Communications Design Assistant

- Assisted in the design and production of visual communication materials, including flyers, posters, and digital assets.
- Created graphics that aligned with brand guidelines and communication objectives.
- Supported marketing and communications teams with layout design and visual concepts.

Albores Apartments 2024 - 2025
Social Media Manager

- Managed social media platforms for a residential apartment complex to increase brand awareness and lead generation.
- Designed marketing graphics and promotional materials using graphic design tools.
- Edited and produced video content to showcase amenities, units, and community events.

8Remodel 2022 - 2025
Executive Assistant

- Maintained confidentiality with sensitive documents, ensuring proper storage and distribution as needed.
- Streamlined executive communication by managing emails, phone calls, and scheduling appointments.