arlettevlerma143@gmail.com
(956) 236-8902
Brownsville,Tx 78520

Senior at the University of Texas Rio Grande Valley majoring in Visual Communication Design. Currently seeking a full-time position to bring creative ideas to life while expanding my skills in graphic design, marketing, digital media, and visual storytelling.

Work Experience

UTRGV Student Union- Student Staff 2022-2024

- Supported marketing campaigns by creating and promoting event content across social media, digital graphics, and on-campus promotional materials.
- Assisted in coordinating branded events by managing registrations, preparing spaces, and supporting day-of execution to ensure seamless experiences.

Young Life College- Student Staff 2024-2026

- Served as a Marketing Manager, leading social media strategy and content creation to drive engagement and brand awareness.
- Planned, coordinated, and promoted campus events through targeted marketing initiatives to increase reach and participation.
- Developed creative marketing content to support campus events and outreach initiatives.

Young Life College- Student Staff Fall 2025

City of Mission, TX | UTRGV Engineering Department

- Developed and presented branding proposals, including logo concepts and informational poster designs, for the City of Mission Community Tool Shed as part of a competitive selection process.
- Designed and refined logo concepts for the UTRGV Engineering DepartmentMakerSpace, working within client briefs and design r equirements.

Education

University of Texas Rio Grande Valley
2021- 2026

Bachelor of Fine Arts (BFA) in Visual Communication Design.

- Relevant Coursework: Graphic Design, Photography, Typography, Digital Imaging, UX/UI Design, Web Design, Branding.

Skills

- Photo/Video editing and digital illustration software
- Photography/Videography skills
- Computer literacy skills (Microsoft word, excel, PowePoint, Canva, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, InDesign)
- Bilingual
- Team Player