

ROSALBA GARZA

Texas City, TX 77590 | (409) 457-9406
garzarosalba12@gmail.com | www.garzarosalba.com

EDUCATION

Bachelor's Degree in Digital Media, (May 2023), GPA 3.7, Dean's List
University of Houston, Houston, TX

Associate's Degree in Visual Arts, (December 2019), GPA 3.5
College of the Mainland, Texas City, TX

EXPERIENCE

DLZP Group, (Remote)

Social Media & Marketing Intern

(February 2022) – (February 2023)

- Created visually captivating graphics for a range of marketing materials, such as event posters, blog covers, and motivational quotes, effectively capturing audience attention and enhancing brand presence across diverse social media platforms.
- Demonstrated leadership by developing and implementing a comprehensive social media content strategy, organizing and scheduling posts to improve brand awareness and actively engage the target audience.
- Utilized data analysis and metrics to drive impactful decisions, optimizing the social media strategy and achieving a remarkable 10% increase in the number of followers, showcasing a data-driven approach to achieve tangible results.

Clark's Bostonian, (Texas City, TX)

Team Lead/Key-holder

(May 2019) – (May 2021)

- Applied empathetic and user-centered design principles to consistently deliver exceptional customer service, surpassing customer expectations and upholding company values, resulting in consistently high customer satisfaction ratings.
 - Demonstrated strong leadership skills by effectively managing a large inventory of over 2000 pairs of shoes, implementing meticulous inventory control measures to ensure accuracy and reduce shrinkage, optimizing operational efficiency for the department.
 - Proactively boosted sales volume by 10% and achieved a remarkable daily average selling total of \$1,500 by actively listening to customers, understanding their unique needs, and skillfully recommending the most suitable products, showcasing strong marketing abilities and a keen understanding of customer preferences.
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SKILLS

- **Client/Server Systems** – Microsoft Office Series, Google Suite, MAC OS, Windows
- **Visual Design** – Adobe Photoshop, InDesign, Illustrator, Lightroom, Premiere Pro, Procreate, Canva
- **UI/UX Design** – Sketch, Figma, Adobe XD
- **Social Media** – Instagram, Facebook, Twitter, TikTok, LinkedIn, YouTube
- **Languages** – Spanish and English; Fully bilingual, written and spoken.