



BRIANA ESTRADA

UNIVERSITY OF TEXAS RIO GRANDE VALLEY

CONTACT INFORMATION

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EDUCATION

University of Texas Rio Grande Valley
Bachelors of Arts Mass Communications
Concentration: Broadcast Journalism
Minor: Business Marketing
GPA: 3.7

SKILLS

Proficient in Microsoft Office (Word, Excel, and PowerPoint)
Editing with software's such as iMovie and Adobe (Premiere, Photoshop, InDesign and Lightroom)

AWARDS

Magna Cum Laude
Dean's List
President's List
UCA College Game Day Nationals 4th Place 2018
UCA College Game Day Nationals 5th Place 2019
UCA College Game Day Nationals 2nd Place 2020

EXPERIENCE

EDINBURG CISD MEDIA INTERN

Edinburg Consolidated Independent School District
February 2017 - Present

- Intern for the Public Information Office includes being a part of Edinburg CISD Media Team handling social media outlets, editing, reporting, newspaper articles, videos and ads for the school district.
- Includes reporting and promoting the school district through broadcast reports for social media outlets and district television channel.

BENEFITS COMMUNICATIONS INTERN

Teacher Retirement System of Texas
June 2019 - August 2019

- Create, Review and Revisions over communications content for the Benefits Services Dept. The Benefits Services Dept. is the largest within TRS.
- Content Creation based over a three month internship, including social media, handbooks, membership letters and video production.

SOCIAL MEDIA TALENT

Bert Ogden Dealerships Rio Grande Valley
October 2019 - Present

- Promotional Commercial Talent for Social Media Post for Bert Ogden Dealerships across the Rio Grande Valley.

ACTIVITIES

UTRGV SPIRIT PROGRAM - CHEER

Captian
August 2018 - December 2019

- Cheerleader for the University of Texas Rio Grande Valley.
- Promote school spirit for the university by cheering at school athletic games such as Volleyball, Basketball, Soccer and Baseball.
- Lead team practice schedules, practice, game day activities, and community events.
- Organize team involvement within the university and throughout the community.

RGV BASEBALL DIAMONDS

Vice-President
August 2018 - May 2019

- Spirit organization for UTRGV Baseball Team.
- Bring in student involvement for school athletic events, assist with game day activities and promote community involvement.
- Prepare Weekly Updates to be distributed at the beginning of the week for members.
- Edit Meeting Minutes that shall be distributed to all members after general meetings.

NATIONAL ASSOCIATION OF HISPANIC JOURNALIST

Member
February 2018 - May 2019

- Connect and network within the Hispanic journalist community to build relationships to prepare for the summer national convention.

UTRGV MASCOT COMMITTEE

Student Representative
March 2019 - August 2019

- Attending monthly meeting discussions to began the process for presenting the official mascot for the university. Brainstorming Mascot outfit, communications, tryouts and presentation for the University at events and athletic events.