

KEVIN "MAX" GARZA



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169 Falling Hills, New Braunfels, TX 78132

SKILLS

Writing
Research
Digital Marketing
Social Media
Basic SEO
Public Speaking
MS Office
Basic Photoshop
Basic Illustrator

EDUCATION

Bachelor of Arts

Texas Lutheran University
Seguin, TX

- Major in Communication Studies, minors in English and Public Relations.
- 3.97 GPA

HONOR ORGANIZATIONS

- National Society of Leadership and Success – Publicity Chair (2018-2019)
- Alpha Chi
- Alpha Lambda Delta
- Lambda Pi Eta (Communications honor society)
- Alpha Mu Gamma (Language honor society)

INTERESTS

Language creation (conlanging)
Linguistics
Origami
Rubik's Cube

Detail-oriented communicator and copywriter with experience in digital marketing, blog articles, social media, and website content.

RECENT WORK EXPERIENCE

Freelance Content Writer | 04/2019 - Current

Help marketing agencies grow their clients' online presence by writing a wide variety of engaging digital content. Conduct extensive research to ensure accuracy and originality while maintaining a balance of readability and keyword optimization.

A3K Advertising

Write client content, including in-depth articles, short and engaging blog posts, social media and webpage content, and more. Perform research for the articles, including SEO analyses. The largest ongoing project is a soon-to-be launched online pharmacy, Prescriptly.com.

Cinchsite

Provide web content for a wide range of clients. Write copy intended to sell services and products as well as lead magnets and funnels to support the clients' sales efforts. Learned a lot about story branding, SEO, and general marketing tactics as a result.

MPD Ventures

Create social media plans for their clients. Devise plans detailing when and how often to post, what types of posts, post content, and give ideas for expanding beyond the plan. The largest ongoing assignment is Project Unity, an anti-racism organization in Dallas, Texas. Work with clients to improve LinkedIn profiles.

Graphic Designer | 11/2020 – Current

You're on The Money | Remote Position

Create personalized sticker orders in Photoshop and ensure timely and accurate production of products.

Camp Counselor | 06/2020 – 08/2020

City of New Braunfels | New Braunfels, TX

Was responsible for large groups of children ages 5-12. Responsibilities included ensuring the campers' safety while staying engaged and energetic for eleven hours a day. Planned and organized new activities and taught new skills.

Marketing Intern | 06/2020 – 08/2020

Epilepsy Foundation | San Antonio, TX

Managed and organized a database of potential and past donors. Sent out e-mails to solicit donations. Along with the rest of the marketing team, made social media posts and other digital marketing material to retain interest in events rescheduled due to COVID-19.