

# KEVIN "MAX" GARZA

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Visit my [LinkedIn Profile](#)  
Personal website [themaxgarza.com](http://themaxgarza.com)

## SKILLS

- Writing
- Marketing
- Social Media
- Research
- Basic Photoshop
- Basic Illustrator
- Google Suite
- MS Office Suite
- Search Engine Optimization (SEO)
- Public Speaking
- Basic Project Management
- WordPress

## EDUCATION

### ELAR 7-12 Texas Teaching Certification | Spring 2022

Texas Lutheran University | Seguin, TX

- 4.0 GPA

### Bachelor of Arts | Fall 2020

Texas Lutheran University | Seguin, TX

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

## INTERESTS

- Linguistics
- Anthropology
- Media and Media Critiques
- History
- Origami
- Swimming
- Video Games
- Physical Training

**Detail-oriented communicator and copywriter with experience creating marketing material, 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 digital content. Involves conducting extensive research to ensure accuracy and originality while maintaining readability and keyword optimization. Clients and their projects include:

#### A3K Advertising

Write a wide variety of content, including informative articles, blog posts, social media content, and webpage content. Process involves research, especially SEO analyses.

#### Cinchsite

Provide web content for clients. Involves writing copy as well as lead magnets and funnels. Said copy emphasizes story branding and SEO.

#### MPD Ventures

Create social media plans for their clients. Largest social media project to date is Project Unity. Also frequently update MPD clients' WordPress sites and improve client LinkedIn profiles.

### Graphic Designer | 11/2020 - 08/2021

*You're on The Money | Remote Position*

Created personalized sticker orders in Photoshop and ensured timely and accurate production of products.

### Marketing Intern | 06/2020 - 08/2020

*Epilepsy Foundation | San Antonio, TX*

Managed and organized a database of potential and past donors. Used database to send out e-mails intended to solicit donations. Also made social media posts and other digital marketing material.

## COLLEGE EXPERIENCE

### Teaching Certification

As a student teacher in a middle school English classroom, learned planning, time management, goal setting, and organization skills. Also learned teaching methods as well as how to interact with faculty, students, faculty, and family. Aside from skill building, also executed an on-the-ground study and wrote a thesis.

### Undergraduate | 08/2017 - 05/2022

Acted as the university's National Society of Leadership and Success (NSLS) Publicity Chair from 2018-2019. As part of a marketing course, created digital and physical marketing packages for a non-profit. For another course, created and delivered a presentation to get funding to a non-profit. Also executed several large-scale projects. These include two on-the-ground studies involving active leadership and two theses.