

# LAURA CAROLINA (CARO) GONZALEZ

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## EDUCATION

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**The University of Texas at Austin** Bachelor of Science in Advertising May 2022  
Minors in Business Administration and Educational Psychology GPA: 3.8/4

## EXPERIENCE

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**Multicultural Advertising Intern Program (MAIP) - Fellow** Feb 2021 - August 2021

- Executed winning campaign pitches for Allstate & IZZE with user-centered design strategies to enhance engagement
- Translated user research, interviews, and surveys into customer journey maps, wireframes, mockups, and prototypes
- Promoted an environment conducive to inclusivity and creativity during a 12-week workshop to develop professional skills

**UM | MediaBrands IPG- Portfolio Management Intern; San Francisco, CA (Remote)** May 2021 - August 2021

- Streamlined digital partnerships for the Charles Schwab and Truvia accounts to deliver monthly client reports
- Leveraged industry research and client feedback to establish partnerships with the New York Times and Washington Post
- Analyzed market research to recommend effective design executions for Levi's new \$30 million sustainability campaign

**Texas Creative - Art Director; Austin, TX** Fall 2020 - Spring 2022

- Conceptualized cross platform campaigns to resolve user pain points through key target insights and user research
- Designed visually engaging, creative, and functional designs to enhance brands positioning against competitors
- Developed a brand guideline and prototype of the new Texas Creative interface remodel to revamp the brands image

**Starbucks - Shift Supervisor; Austin, TX** Summer 2021 - Summer 2022

- Cultivated a goal-oriented yet friendly work environment to improve the barista and customer experience score by 200%
- Implemented a variety of data analysis techniques to continually improve user satisfaction and streamline productivity
- Monitored user trends and behaviors to adequately stock product that catered to their ever evolving needs

## ACADEMIC PROJECTS

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**ICM 370 Integrated Communication Management - Client: Mistake** Spring 2021

- Built cohesive user personas to educate the client on its target audience and formulate custom outreach approaches
- Crafted a feasible \$5K budget to bridge the client goals of maximizing outreach and the small business needs of a high ROI

## LEADERSHIP EXPERIENCE AND ACTIVITIES

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**University Housing and Dining - Resident Assistant** Fall 2019 - Summer 2022

- Refocused current programing objectives to match the developmental stage of the targeted student demographic
- Managed a college residence of 1200 culturally diverse students and fostered community relationships and engagement
- Created 60 marketing materials using Photoshop, InDesign and Canva to educate students on important issues

**Longhorns for a Culturally Competent Campus - Student Leader** Fall 2020 - Spring 2022

- Completed a year long diversity training using the Intercultural Development Inventory to increase cultural awareness
- Spearheaded campus wide initiatives to educate students on how to respectfully work with others from different cultures

## HONORS

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- Dean's List and University Honors (8 semesters) Fall 2018 - Spring 2022
- MAIP Summer Campaign Project Winner Aug 2021
- Most Calm Headed Student May 2021
- Program of the Year for Diversity and Inclusion Fall 2019

## ADDITIONAL INFORMATION

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**Computer Skills:** Figma, Adobe Creative Suite: Illustrator, Photoshop, Premier, InDesign, UX, SPSS, MS Excel, Word, PowerPoint

**Certifications:** Twitter Flight School (2020), Conflict Mediation (2021)

**Languages:** Native Fluency in Spanish and English

**Interests:** DEI, Web Design, Data Analytics, Video Production, Mindfulness, Psychology, Concerts, Travel