

# ANA PAULA GONZALEZ

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## EDUCATION

- The University of Texas at Austin** 2015 – 2019  
Bachelor of Science in Advertising – Moody College of Communication  
Minor in Studio Art and Business Foundations
- University of Glasgow – College of Arts** Spring 2019  
Studied abroad in Scotland to experience Scottish and European design and architecture.

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## EXPERIENCE

- Graphic Designer** – *KUT/KUTX Public Radio* October 2020  
- Created the 2020 KUT/X membership rewards emblem for t-shirts & tote bags, incorporating the unofficial mascot in the design.  
- Sales of over 6,000 made this the best-selling t-shirt to-date.
- Membership Services Assistant** – *KUT/KUTX Public Radio* Mar 2020 – Present  
- Maintain donor loyalty by providing a quality membership experience, which retains sustaining members and captures new ones.  
- Provide assistance across multiple areas such as payment processing, customer communication, data entry, and accurate recordkeeping.
- Administrative Assistant** – *KUT/KUTX Public Radio* May 2018 – Mar 2020  
- Aided callers and guests with concerns, questions, and scheduling regarding the station or its website.  
- Collected, organized, and distributed documents and correspondence among the office.
- Corporate Sponsorship Intern** – *KUT/KUTX Public Radio* Sep 2019 – Dec 2019  
- Updated and maintained past demographic research of NPR listeners for future sponsors.  
- Researched best media placement for sponsored advertisements using Nielsen.
- The Pitt BBQ** – *Creative Director* UT Austin 2018  
- Designed a strategic communications plan with custom banners and layouts.  
- As a part of the Media Foundations course.

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## SKILLS

Creative: Photoshop, Procreate, Illustrator, and InDesign.  
Bilingual: Native fluency in both English and Spanish.

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