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.

EXPERIENCE

Development Associate – *KUT/KUTX Public Radio* Mar 2020-Present
- Led the first mass-text message campaign, which drove donations to
increase by 10%.
- Preserve donor loyalty by providing a quality membership experience
and recapture previous members through outbound calls and emails.
- Manage payment processing functions and other related tasks, such
as new or monthly pledges and matching donations.
- Maintain accuracy of membership database systems by ensuring that
all donor information is kept current and up-to-date.

Graphic Designer – *Freelance* Oct 2020-Present
- Designed the logo and branding for a political candidate's
gubernatorial campaign in the 2022 Texas election.
- Created the 2020 KUT/X membership rewards emblem for t-shirts
and tote bags, incorporating the unofficial mascot in the design.
- Sales of over 6,000 made this the best-selling t-shirt to-date.

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.
- Assisted across multiple areas such as payment processing,
customer communication, data entry, and recordkeeping.

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.

SKILLS

Creative: Photoshop, Procreate, Illustrator, and InDesign.
Programs: Microsoft Office, Cybersource, Allegiance, ThruText, Nielsen.
Bilingual: Native fluency in both English and Spanish.