

AMBER GOMEZ

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EDUCATION

University of Texas at Austin, Austin, Texas
Master of Art in Advertsing

Aug 2021- Present

Art Institute of Houston, Houston, Texas
Bachelor of Fine Arts in Digital Photography

Apr 2017- Jun 2019

University of Alabama at Birmingham, Birmingham, Alabama
Bachelor of Fine Arts in Graphic Design

Jan 2014- Dec 2016

RELEVANT EXPERIENCE:

Daily Court Review | Public Notice Assistant, Houston, TX

Jun 2019 - Oct 2021

- Trained to take lead for Public Notice Coordinator, Executive Assistant, Administrative Assistant, and Design Editor
- Served as back-up layout editor for Print and Online Editions of newspaper
- Grew content creation and increased engagement by 20% on all 3 social media platforms
- Lead and Developed 3 new marketing material to acquire new clients
- Adapted to work remotely or in-office
- Trained new hires on daily tasks and software

Freelance Graphic Designer & Photographer, Houston, TX

Jan 2017 - Present

- Collaborated with brands to photograph their products for web
- Developed and executed content for a brand's website and social media
- Assisted photographers on commercial and editorial assignments
- Developed new marketing material to acquire new clients

The Art Institute of Houston | Academic Affairs Assistant, Houston, TX

Jan 2018 - Jun 2019

- Assisted Campus Relations with marketing and public relations
- Streamlined content creation for 3 social media platforms through Hootsuite
- Created new imagery and graphics for marketing through photography

UAB Campus Recreation | Supervisor of Marketing/Visual Design, Birmingham, AL

Aug 2014 - Apr 2016

- Supervised and trained a team of 2 designers, 1 videographer and 1 social media coordinator
- Managed and assigned daily projects to staff and interns
- Developed visual designs for the 4 departments within the rec center

UAB Kaleidoscope | Visual Content Manager/Photographer, Birmingham, AL

Jan 2014 - Jul 2015

- Designed layouts for weekly student-run newspaper
- Developed and launched re-branding of logo and layout
- Executed all graphics in the weekly newspaper, designing the cover, spreads and back page.
- Photographed sports, campus and community events to be used for print and digital publication

AWARDS AND RECOGNITION:

Digital Resident- Photography, Houston, TX, OpenMFA Houston

Bachelor of Fine Arts Exhibition, Birmingham, AL, University of Alabama at Birmingham

Student Silver Addy Award, Birmingham, AL, American Advertising Federation Birmingham

Platform 1 Exhibition, Birmingham, AL, University of Alabama at Birmingham

39th Annual Juried Exhibition, Birmingham, AL, University of Alabama at Birmingham

Silver Collegiate Advertising Award, Birmingham, AL, UAB Campus Recreation Center

SKILLS/TOOLS:

Adobe Illustrator

Hootsuite

Comercial/ Editorial Photography

Adobe InDesign

Mailchimp

Commercial Retouching

Adobe Photoshop

macOs/ Windows

Digital Asset Management

Adobe Lightroom

Microsoft Office

Project Management

Capture One

Customer Service