

ALONDRA GALVAN

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SUMMARY

Marketing professional and BBA Marketing student at UT Austin with hands-on experience in field marketing, community events, and digital strategy. Known for an outgoing personality and excellent communication skills that foster meaningful customer engagement and brand loyalty. Skilled in CRM systems, Adobe Creative Suite, SEO, and social media management, with a strong track record of driving awareness and achieving measurable growth. Fluent in Spanish and highly organized, with strong client-facing and project management abilities.

PROFESSIONAL EXPERIENCE

Park7Group – Marketing Professional, Marketing & Leasing; Austin, TX **Jan 2025 - Present**

- Developed and executed community and field marketing strategies in coordination with management, supporting pre-leasing campaigns and achieving 100% occupancy.
- Planned and managed on-site events and digital marketing initiatives to boost brand visibility, enhance customer experience, and drive measurable engagement growth.
- Maintained CRM accuracy and strengthened client relationships through effective communication, lead tracking, and an outgoing, customer-focused approach.

Cookiedö – Social Media Manager; Brownsville, TX **February 2024 - December 2024**

- Designed and published 5+ multi-platform posts daily (Instagram, TikTok, Facebook) to drive engagement and maintain brand consistency
- Managed digital reputation by monitoring customer feedback, optimizing SEO, and leveraging analytics for performance tracking.
- Ensured alignment of messaging, visual identity, and promotional tone across all platforms.

Almacenes Gaba - Social Media Intern; Brownsville, TX **January 2024 - April 2024**

- Created and scheduled 5+ daily posts across Facebook, TikTok, and Instagram, increasing customer engagement and driving instore traffic.
 - Engaged directly with customers through face-to-face sales, effectively promoting products and contributing to higher sales volume.
 - Delivered exceptional customer service as a cashier by processing transactions accurately and efficiently while ensuring a positive shopping experience.
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EDUCATION

The University of Texas at Austin - Red McCombs School of Business **May 2026**

Bachelor of Business Administration, Marketing

Minor: Management

The University of Texas RGV **May 2024**

Bachelor of Science, Mathematics

ADDITIONAL INFORMATION

- **Technical Skills:** Microsoft Office Suite, Adobe Creative Suite, Canva, CRM & Marketing Automation Platforms, Content Management Systems (CMS), SEO & Web Analytics, Social Media Management Tools.
- **Languages:** Fluent in Spanish
- **Work Eligibility:** Authorized to work in the U.S. with no restrictions.