

SAMRIA VALLIANI

ADVERTISING STUDENT

EDUCATION

The University of Texas at Austin
BS in Advertising: Spring, 2022

UTNY (Summer 2021)
Internship Program in NYC
Industry & Curriculum: Advertising

The University of Texas at San Antonio
Undergrad Studies: Fall 2018

SOFTWARE SKILLS

Adobe Photoshop
Adobe Illustrator
Procreate
Microsoft Office Suite
Google Analytics
Google Drive
Canva
Falcon.io

PROGRAMS

Texas Immersive:
Texas Advertising Sequence specializing in immersive user experiences that blend physical and digital interactions to develop meaningful and innovative story experiences

INTERESTS

NBA Basketball
Vintage Fashion / Thrifting
Event Planning
Dogs
Coffee
Traveling

CONTACT INFO

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WORK EXPERIENCE

Accounts & Strategy Intern

Socialfly | New York City, NY | May 2021 - August 2021

- Advised and created social media content for 3 consumer-focused brands with the goal of increasing overall social media engagement
- Created weekly and monthly social listening reports via Falcon.io to compare the effectiveness of client's social media strategies compared to competitors
- Scheduled social media posts for all accounts to go out weekly via Falcon.io
- Created caption copy for posts across all social media platforms for each client
- Participated in client meetings to get an in-depth understanding of their wants and needs
- Conducted surveys and interviews with moms for the client "MAM Baby" and leveraged results to produce quality consumer-generated content for the client
- Collaborated with accounts and strategy team to pull together monthly content calendars for Shops at Columbus Circle

Project Management Intern

Elite Content Collective | Newport Beach, CA | Feb 2021 - May 2021

- Spearheaded growth initiative to bring real estate professionals onto the platform, which required a deep understanding of the subscription offering and value proposition
- Published relevant real estate content for ECC subscribers through blog posts, which were shared on social media as part of a marketing strategy
- Designed and produced 6 social media content pieces weekly on Instagram and LinkedIn to attract potential ECC subscribers
- Worked in Kajabi to create the official website of Elite Content Collective

Social Media Intern

Dallas Competitive Gamers | Dallas, TX | Jan 2021 - May 2021

- Built custom graphics used in social media marketing posts, which attracted members to join gaming tournaments
- Collaborated with organization owners on business merchandise design ideas such as t-shirts, hoodies, mugs, and masks to enhance brand presence
- Used reaction analysis via platform analytics to schedule posts efficiently

Content Creator

Texas Immersive | Austin, TX | Jul 2020 - Dec 2020

- Produced social media posts to highlight key aspects of the Texas Immersive Program
- Showcased members' work and spotlighted select portfolios to employers through the website and social media accounts
- Trained in and utilized Adobe Suite & Procreate for design elements in media content
- Led a group of 4 to follow a reliable process of content creation for all marketing posts

Project Manager

Agha Juice | Carrollton, TX | May 2017 - Dec 2021

- Led Product Innovation team on researching modern food trends to introduce new items
- Designed social media and traditional marketing material for new products and promotions, increasing sales by 20%
- Managed internal accounting by tracking invoices, inventories, and expenses

LEADERSHIP & ORGANIZATIONS

Texas Belles Event Planning Organization

Vice President | Aug 2019 - Present

- Coordinated and planned weekly meetings with industry professionals
- Spearheaded annual networking event designed to bring job opportunities to members
- Kept track of member requirements and fulfillment of the organization pillars

Texas Advertising Group

Active Member | Aug 2019 - Present

- Formed a network of ad professionals with similar interests in order to foster professional growth beyond the classroom
- Participated in seminars, workshops, and group activities that encourage personal growth, leadership building, and teamwork
- Traveled to cities across the US to meet industry professionals and gain networking contacts