

Emily J. Blanco Flores

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OBJECTIVE

To be a bilingual advertising professional who can drive audience growth and brand visibility through strategic, data-driven marketing.

SKILLS SUMMARY

Ability to work independently and execute responsibilities in a high-volume, deadline-oriented environment. Complete multiple tasks with limited direction; perform work with accuracy and attention to detail.

Industry Experience

- Advertising Designer utilizing multiple media platforms
- Management and Administrative Duties
- Account Management
- Basic Accounting
- Data Mining and Analysis

Key Skills

- Digital Microsoft Office, Google Suite, Canva, Meta, Meltwater, MailChimp, GoDaddy, X
- Creative & Strategy: Advertising Design, Content Creation, Copywriting, Marketing Analytics (CPM, CTR, CPC, CPA)
- Operations & Admin: Basic Accounting (AP/AR), Data Entry, Ten-Key by Touch
- Languages: English (Fluent), Spanish (Native), American Sign Language (Conversational)

WORK HISTORY

AEJ Accounting & Tax Services– *Creative Designer*, Austin, TX Jan 2024 – Present

A Hispanic-owned accounting, tax, and financial firm for both businesses and individuals

- Designed and managed the company website, ensuring seamless functionality
- Led digital advertising initiatives that increased service inquiries by 40% within three months, leveraging community partnerships and multilingual outreach
- Engaged with community organizations to promote AEJ's services through local events

John Gore Organization– *Copywriting Intern*, New York, NY Sep 2023 – Dec 2023

A premier Broadway media organization delivering industry news, editorial content, and digital engagement

- Published 20+ high-impact news stories weekly across Facebook, Instagram, and X, increasing audience engagement
- Designed compelling advertising and promotional materials using Canva, ensuring consistency with brand messaging and marketing objectives
- Authored multiple long-form feature articles adhering to AP style, enhancing audience engagement, and broadening the organization's digital reach

Concept Development & Planning (CD&P)– *Engagement Intern*, Austin, TX Sep 2022 – Dec 2022

A strategic public outreach and engagement firm focused on community-driven initiatives

- Created and implemented targeted content strategies for press releases, newsletters, and social media campaigns, driving a 30% increase in audience engagement
- Designed dynamic visual assets, webpages, and presentations using Canva, MailChimp, Wix, and GoDaddy, ensuring professional execution and brand consistency
- Provided precise English-to-Spanish translations for critical project materials, expanding accessibility and enhancing communication with Spanish-speaking communities

Eligible to work in the U.S. with no restrictions

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EDUCATION

University of Texas at Austin, Moody School of Communications

Austin, TX

Bachelor of Science, Advertising

August 2024

Relevant Coursework: Integrated Brand Management, Digital Media Planning, Foundations of Accounting, International Advertising, Integrated Communications Campaigns

ENTREPRENEURSHIP & COMMUNITY SERVICE

XOchique Naturals— *Innovator*, Frisco, TX

Jan 2019 – Present

An LLC specializing in natural and hypoallergenic skin care solutions tailored for clients with sensitive skin

- Founded a direct-to-consumer skincare brand product development, branding, and market positioning
- Conduct extensive research on skin types, conditions, and natural formulations to create safe, effective products for individuals with hypersensitive skin
- Managed all aspects of business operations, including product development, financial oversight, marketing, advertising, supply chain logistics, and customer relations

Centro De Mi Salud— *Volunteer Interpreter*, Dallas, TX

May 2019 – July 2023

A behavioral healthcare clinic providing psychiatric care and counseling services

- Provided accurate and culturally sensitive English-Spanish translations for up to 30 patients per week, ensuring clear communication between clients and physicians.
- Assisted medical professionals in explaining diagnoses, treatment plans, and healthcare procedures, improving patient understanding and engagement
- Maintained an organized schedule to facilitate a seamless workflow in a fast-paced clinical environment

REFERENCES

Available upon request