

Emily J. Blanco Flores

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EDUCATION

University of Texas at Austin, Moody School of Communications

Austin, TX

Bachelor of Science, Advertising

August 2024

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.

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

- Design, manage, and continuously optimize the company website using GoDaddy, overseeing content updates and layout improvements to maintain peak performance and user engagements
- Lead digital advertising initiatives through Canva, increasing service inquiries by leveraging community partnerships and multilingual outreach
- Collaborate with community organizations to promote AEJ's service through local events and strategic outreach, expanding brand presence and community engagement.

John Gore Organization— *Editorial Intern*, New York, NY

Sep 2023 – Dec 2023

- 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

- 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

PROJECTS

Katie Kismet + Austin Bolo

Summer 2024

Integrated Communications Campaign

- Collaborated with a cross-functional team to identify brand positioning opportunities, helping boost visibility and stronger brand awareness
- Conducted in-depth market research using Meltwater to pull data and insights, leading to data-driven strategies that enhanced brand visibility
- Produced three digital ad campaigns using Canva, resulting in higher engagement and brand growth