

# Michelle Collins

## CONTACT

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## EDUCATION

### The University of Texas at Austin Class of 2021

BS, Advertising - Moody  
College of Communication

Business Foundations Minor  
- McCombs School of  
Business

## NOTABLE COURSES

Texas Creative Portfolio 1&2  
Art Director's Seminar  
Integrated Comm Campaigns  
Integrated Comm  
Management

## SKILLS

### Certifications

- Microsoft Office
- Photoshop
- Illustrator
- InDesign

### Hobbies

- Graphic Design
- Illustrations
- Photography

## ADVERTISING EXPERIENCE

**SPARK MAGAZINE** AUSTIN, TX  
LAYOUT DESIGNER | SEP 2020 - MAY 2021

- Worked on Issues No. 15 & 6 as a layout designer
- Coordinated with teams of creatives to plan photoshoots, styling, and design

**MEDIA ETHICS INITIATIVE** AUSTIN, TX  
EDUCATIONAL OUTREACH AND DEVELOPMENT INTERN | JAN 2021 - MAY 2021

- Researched the needs of educators in teaching media ethics, and what resources currently exist
- Designed a preliminary advertising campaign for the planned OER textbook

**TEXAS CREATIVE**  
PORTFOLIO ON WEBSITE | SPRING 2019 - MAY 2020

- Previously a part of the renowned Texas Creative program, consisting of roughly 120 students
- The application-based program strengthens my skills as a creative, art director, and writer through creating campaigns for brands

**KENDRA SCOTT NATIONAL GIVE BACK DAY** AUSTIN, TX  
AMBASSADOR | AUG 2016 - SEP 2016

- Patient ambassador for Kendra Scott's campaign donating 20% of proceeds to childhood cancer
- Modeled for advertisements, raised awareness on social media, coordinated staff presentation about the cause

## ADDITIONAL EXPERIENCE

**DELTA DELTA DELTA** AUSTIN, TX  
REFERENCE TEAM, BID DAY COMMITTEE | AUG 2017 - MAY 2021

- Coordinated decorations and materials for "Bid Day" event, welcoming incoming members
- Collaborated with Membership team in recruiting potential members and attending Panhellenic events

**ESTILO** AUSTIN, TX  
SALES ASSOCIATE | MAY 2019 - AUG 2017

- Sold high-end women's clothing and accessories to a variety of customers at local boutique
- Opened and closed the store, maintained aesthetics, managed inventory

**BARNES AND NOBLE** SUGAR LAND, TX  
BOOK SELLER | MAY 2016 - AUG 2016

- Assisted customers with locating and ordering products
- Provided quality customer service at first point of contact for shoppers