

# NICASIO GONZALEZ V

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## EDUCATION

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**The University of Texas at Austin**

Expected May 2018

**Moody College of Communication**

**3.1 GPA**

Bachelors of Science in Advertising

Bachelors of Science in Radio-Television-Film

## ADVERTISING EXPERIENCE

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**DDB Worldwide** – New York, NY

June 2017 – August 2017

*Integrated Production Intern*

- Collaborated with producers on digital and broadcast content for Breyers Ice Cream, Dos Equis, and Heineken by working around tight deadlines, interfacing with different teams, and allocating essential assets for each project
- Assisted with new business pitches by scheduling interviews with internal employees and external corporate executives/journalists while also helping to oversee final edits for video pitches
- Managed DDB Social team by scheduling meetings, planning posts, and steering creative direction by interfacing with community manager and creative team

**SpareFoot, Inc.** – Austin, TX

May 2016 – January 2017

*SEO Content Marketing Intern*

- Pitched and promoted editorial content for world's largest online storage aggregator, SpareFoot, to media outlets, blogs, and social media influencers to build brand exposure
- Communicated with reporters, bloggers, and media influencers by writing pitches to garner exposure for multiple SpareFoot blogs
- Analyzed data from Google Analytics to correctly report and craft contacts for pitches while working with editorial team to identify successful content

**Cloud[8]Sixteen, Inc.** – Austin, TX

May 2015 – August 2015

*Junior Web Developer*

- Developed individualized WordPress websites for clients with custom-coded themes that provided mobile-friendly accessibility, fast loading time and aesthetically pleasing design schemes
- Performed testing and maintenance to ensure exceptional user experience by testing forms, formatting content, and testing responsiveness across devices
- Operated daily updates on client's websites such as uploading plugins, adding content and editing existing information to reflect the needs of the client

## TECHNICAL & RELEVANT SKILLS

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- **Film Production:** Experience in budgeting, pitching, promoting, networking, and securing essential assets for a project
- **Digital Production:** Experience in Premiere, Maya, Photography/Cinematography, Photoshop, and Movie Magic
- **Web Development:** Proficient in HTML, CSS, SEO, Joomla! and WordPress CMS with exposure to PHP and JavaScript

## AWARDS & HONORS

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- **MAIP Fellowship:** Selected as part of the 4A's Multicultural Advertising Internship Program in 2017
- **Lewis and Clark Award:** Awarded in ADV 345J class for person most like to blaze new trails in Fall 2016 Semester
- **Hispanic Scholarship Fund Scholar:** Chosen as a scholarship recipient in 2015