



Andrea Paredes

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Education

University of Texas	2021-2025	UTNY Advertising	Summer 2024
Bachelor's of Science in Advertising , Dean's List 3.9 GPA		Summer Internship Program	
Texas Creative	2022-2025	Design Strategies	2025
Portfolio Program Art Director		19 extra credit hours in creative problem-solving	

Experience

Wonderkind Co Social Media Strategist & Content Creator	May 2023- Present
<ul style="list-style-type: none">• Clients: ONE Brands, Halfday, Fulfil, Freeflow, Nowadays, Pirq• Hired after 6 months of interning to lead Instagram content creation and strategy for multiple clients achieving up to 1,237% follower growth for Freeflow and 32% for Halfday• Lead influencer outreach and management, leveraging trend analysis to achieve organic growth metrics	
The Cauldron Social Media Manager & Content Creator	October 2023- Present
<ul style="list-style-type: none">• Pivoted company image from coffee shop to vibrant club bar through strategic content initiatives• Boosted content interactions by 108% and engagement by 93% through organic graphics, reels, and stories	
Texas Creative Art Director	January 2022-Present
<ul style="list-style-type: none">• Craft integrated advertising campaigns encompassing print executions, experiential activations, and video scripts within a highly competitive program, demonstrating a broad skill set in creative strategy	
MyProtein Sports Nutrition Marketing Influencer	August 2023- January 2024
<ul style="list-style-type: none">• Selected as an athlete influencer, captured, edited, and published TikTok and Instagram content in alignment with the brand's marketing strategy	
Texas Lassos Marketing Chair	June - Dec 2022
<ul style="list-style-type: none">• Drove Instagram growth of 106% reach, 75.5% engagement, 20.4% followers in 30 days via organic content• Designed and managed merch apparel, outsourcing and finances	

Achievements and Awards

GSD&M Advertising Agency Stock Show Showcase
Best in Show Texas Creative Exhibit December 2023
Selected to showcase three original integrated campaigns
Third Ear Agency ALL EARS Exhibition
Featured Artist September 2023
CapCut Editing Workshop Lead June 2023
Led an office-wide workshop on CapCut video editing
Visual Art Scholastic Event
Silver Seal Medals: 2 (2020), 2 (2019), 2 (2018)
Silver Keys: 4 (2021, 2020, 2019)
Scholastic Art & Writing Awards
Gold Seal (top 0.4% of statewide entries) 2019
Gold Key: 1 (2019)



English ★★★★★

Spanish ★★★★★

AI ★★★★★