

# Ashley Artaza

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## EXPERIENCE

### **Student Affairs - VP's Office, Clear Lake — Graphic Designer**

Doctor Tina Powellson | August - December 2025

Designed print and digital materials to support university branding, marketing, and communications across departments. Created visual content for social media, event promotions, websites, and campus signage. Collaborated with marketing teams and faculty to ensure cohesive visual identity and meet project objectives on tight deadlines.

### **Galveston County Museum, Galveston — Communication & Marketing Internship**

Director Jodi Wright-Gidley | May - July 2025

Assisted in daily operations, including visitor engagement, exhibit maintenance, and educational programming. Supported the museum's communications and marketing efforts through content creation, social media management, and public relations outreach. Drafted newsletters, press releases, and promotional materials to engage diverse audiences.

### **Astronomy Club, Clear Lake — Videographer & Editor**

President Tyler Lucio | August 2023 - December 2025

Created, edited, and produced short video segments to promote club meetings and services to the student community at UHCL, enhancing campus engagement through clear and visually engaging communication.

## EDUCATION

### **University of Houston: Clear Lake — Bachelor of Arts in Communication; Minors in Art History & Video Production**

August 2023 - December 2025

Developed the ability to solve diverse communicational issues, build interpersonal relations integral to teamwork, and use critical thinking during daily tasks. Minoring in Art History and Video Production.

Classes included Visual Comm, Publication Design, Graphic Design, Digital Photography, Video Production, Podcast Production, Advanced Writing, Media Writing, Public Relations, Social Media Analytics, etc.

## SOFT SKILLS

Adaptability

Creativity

Critical thinking

Customer service

Management

Organization

Problem solving

Teamwork

Written communication

## HARD SKILLS

Cinematography

Computer knowledge

Copywriting

Design layout

Project Management

Social media marketing

## ADOBE CREATIVE CLOUD

Audition

Illustrator

InDesign

Photoshop

Premier Pro