

BREANNA SALINAS

11301 Farrah Ln, Austin, Tx · 830-776-1501

breannasalinas12@gmail.com | www.breannasalinas.com

I am a dedicated educator seeking professional experience to gain skill and knowledge in web production, development, design and social media creative content. I have always maintained a passion for the field of Mass Communications, focusing on Digital Media.

EXPERIENCE

AUGUST 2016 – PRESENT

GRADUATE ASSISTANT FOR THE SCHOOL OF JOURNALISM AND MASS COMMUNICATION, TEXAS STATE UNIVERSITY

- Assist instructors, lecturers or professors to prepare for course material, exams, grading and research.
- Responsible for providing individual and/or small group assistance to students that are assigned to our labs.
- Regularly hold office hours to help students with assignments or projects.
- Perform presentations of content that is assigned to the class agenda

OCTOBER 2015 – AUGUST 2016

ADIDAS SALES ASSOCIATE, TANGER OUTLETS MALL

- Engaged customers and determined their needs and wants
- Discussed type and quality of merchandise to meet customers desired product
- Maintained the store in an ordeal fashion to support the goal of Adidas brand

FEBRUARY 2013 – MAY 2016

STUDENT MENTOR AND SUBSTITUTE TEACHER, EAGLE PASS I.S.D.

- Assisted with 5th grade after school tutorial program in all content areas.
- Followed lesson plan activities in coordination with teacher.
- Substitute Teacher for Eagle Pass I.S.D. in elementary grade levels.

MAY 2012 – AUGUST 2013

SWIMMING INSTRUCTOR/LIFEGUARD, EAGLE PASS PARKS AND REC.

- Certified for CPR through American Red Cross Association
- Served 30 hours of in class instructional lifeguarding workshops
- Responsible for coordinating age-appropriate swim lessons and activities for 3 sessions of 30 children, ranging for ages 4-11 divided into two separate age groups.
- Taught morning sessions consecutively for 3 months with responsibility of implanting a class of inexperienced swimmers.

- Maintained accident logs and documents to report behavioral problems to supervisor.

EDUCATION

AUGUST 2013 – MAY 2016

BACHELOR OF SCIENCE, TEXAS STATE UNIVERSITY

Bachelor of Science in Public Relations with a minor in English

GPA: 3.38

Sigma Tau Delta, English Honors Society member

AUGUST 2016 – EXPECTED GRADUATION DATE, DECEMBER 2017

MASTER OF ARTS, TEXAS STATE UNIVERSITY

Master of Arts in Mass Communication and Digital Media

GPA: 3.89

Study Abroad Graduate Student, London and Rome

SCTXSTATE, Social Media Manager and Content Producer

Research: Research presented at the Eighth Annual International Conference for Graduate Students

Research Paper: “Social Media Branding: A Comprehensive Study of Negative Effects vs. Gratifications of Maintaining a Social Media Persona” by Breanna Salinas, Michael Cody Coker, Annabel Fidler, Rachel Mosley and Debra Price

SKILLS

- HTML/CSS/Bootstrap
- Wordpress/Content Management
- AP Writing Style
- Final Cut Pro/iMovie
- Adobe Photoshop
- Adobe InDesign
- Javascript
- Data Journalism