



SAMANTHA BARRERA

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Education

University of Texas Rio Grande Valley - School of Art

May 2021

- BFA: Graphic Design • Marketing Minor • Presidents and Deans List
- RELEVANT COURSEWORK : • Typography • Animation I • Graphic • Design II • Design and Production • Consumer Behavior
- Social Media & eMarketing • Personal Branding and Communication

Experience

Freelance Photography - Owner

August 2017 - Present

- *Manage Social Media • Work with models, students, & families*
- *Direct photoshoot by model scouting, styling, location scouting • DSLR Proficient • Use Adobe Lightroom & Photoshop*

The Valley Wedding Pages - Graphic Designer

May 2019 - April 2021

- Works closely with editor in chief • Mentioned in masthead each print issue • Creating and handling print assets for magazine
- Use Photoshop & InDesign • Photography published in magazine • Collaborate on social media & web design
- Provide customer service and administrative Support • Work events

The Valley Wedding Pages - Production Intern

September 2019 - May 2019

- Provide customer service and administrative Support • Used Microsoft Office • Assist with ad and layout creation
- Create website postings and social media

Dolce Photography - Videographer/Video Editor

Summer 2018

- Clientele support and coordinator • Responsible for successful shot execution & equipment utilization • Filming & Editing Expertise required for success • Used iMovie for editing • DSLR Proficient

Skills

Language : Fluent in English & Spanish

Software : • Adobe Creative Suite : Photoshop, Lightroom, InDesign, Illustrator, After Effects, Premiere Pro

• Microsoft : Word, Powerpoint, Excel • Google : Google Docs & Google Slides • Facebook Creator Studio

Social Media : Instagram, Facebook, Youtube, Pinterest, TikTok,