

ANISSA ADAMS

DIGITAL MEDIA & INNOVATION
STUDENT AT TEXAS STATE UNIVERSITY

WORK EXPERIENCE

CONTACT



512-587-5774



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SKILLS

- Adobe Creative Suite
- Canva
- Superimpose
- DaVinci Resolve
- WeVideo
- Basics of Python
- CSS, HTML, JavaScript
- POS System
- Table Connect
- Food Handlers License
- Meta Business Suite
- WordPress
- Mailchimp

WEBSITE PORTFOLIO



EDUCATION

B.S Digital Media Innovation

Minor: Business
Administration
Texas State University
San Marcos, TX

GPA: 3.8

Deans List: Fall 2021,
Spring 2022, Fall 2022,
Spring 2023, Fall 2023

Expected Graduation Date:
December 2024

Communications & Graphic Design Intern

UT System: The Texas Child Mental Health Care Consortium (TCMHCC)
March 2023 - Present

- Researching and writing content for newsletter articles, blog posts, social media posts, 1-pagers, fact sheets, frequently asked questions, web page copy, email marketing copy, and other content as needed
- Providing guidance to other team members across multiple institutions to ensure final content and messages are on-brand and accurate
- Maintaining effective communication with team members and delivering projects on time

Assistant Manager

LBJ Museum of San Marcos

November 2022 - February 2024

- Design and post Museum social media content
- Design work for promotional materials, flyers, etc.
- Ensure a welcoming atmosphere for guests, including greeting visitors, and providing information about the museum as well as other general information on San Marcos.
- Assist with keeping Museum clean and straightened
- Help with staffing of Museum events and facilities
- Assist manager and board with special projects as needed
- Upkeep of the museum store

Student Social Media Contributor

Alumni Association at Texas State University

Spring 2023

- Created social media content on Instagram, LinkedIn and Facebook, along with monthly analytics reports, as part of Advanced Social Media and Analytics course
- Used analytics data to develop client portfolio, addressing client strengths and areas for growth

Intern

SPORTSKIND

May 2022 - August 2022

- Create and design SPORTSKIND social media and promotional material content for summer sports leagues
- Adhere to brand guidelines and complete projects according to deadline
- Retouch and manipulate images through Adobe Photoshop
- Use Adobe Illustrator and Adobe Photoshop to work with a wide variety of media
- Collaborate with the Director of Marketing to develop design concepts
- Receive feedback from the Director of Marketing to make necessary changes
- Assemble content in final format as needed for various social media types

Intern

BigCommerce

February 2020

- Responsible for creating a 10-minute commercial video with other interns explaining what Big Commerce is a company and what the 1-week internship experience was like. The video would later be presented at a company-wide presentation, worked in both the headquarters and downtown locations highlighting BigCommerce as a company.