

EDUCATION

University of Texas at Austin	May 2025
Bachelor of Journalism	
Palo Alto College	December 2018
Associate of Arts in Liberal Arts	
Associate of Science in Engineering	
Pleasanton High School	June 2013
HS Diploma, Valedictorian	

EXPERIENCE

Marketing & Development Lead — GGC Engineers, Inc., San Antonio, TX	Sep. 2025 to Present
- Lead marketing and business development initiatives, including drafting Statements of Qualifications (SOQs), Requests for Qualifications (RFQs), resumes and proposals for projects. - Create and maintain marketing collateral, resumes, project sheets, and company portfolios. - Designed and manage the company website, SEO strategy, social media and digital content to enhance brand visibility and support client engagement. - Develop detailed engineering plans using MicroStation, GEOPak, OpenRoads, and Bluebeam. - Support project delivery with accurate plan production, documentation, and design revisions.	
Freelance Writer — Remote	Sep. 2019 to Present
- Produced SEO writing, website content, blog articles, and multimedia projects for a range of clients including startups, media groups, and creative agencies. - Wrote financial literacy blog content for Querido Dinero, was the SEO writer/editor for Leads Innovative digital marketing agency, and more — viewable on my website above.	
Podcast Production Intern — Yumlish, Remote	Jan. 2025 to Jun. 2025
- Edited podcasts using Adobe Audition and Descript to ensure high-quality audio and professional sound by cutting filler content, adjusting levels, and adding intros/outros. - Published audio episodes to the show's official Spotify channel. - Edited video episodes using Adobe Premiere Pro and published to YouTube. - Collaborated with hosts and team to align editing style with the podcast's tone and audience expectations. - Monitored podcast and content analytics to identify audience trends and recommended content and distribution enhancements aligned with brand voice to strengthen engagement and reach.	
Engineering Designer II — GGC Engineers, Inc., San Antonio, TX	Aug. 2022 to Jan. 2024
- Produced civil engineering designs for transportation and land development projects, integrating MicroStation, GEOPak, OpenRoads and Bluebeam. - Collaborated with project teams to complete large-scale infrastructure designs, ensuring quality and compliance with client standards, and led revisions that improved design accuracy. - Assisted in drafting Statements of Qualifications (SOQs), Requests for Qualifications (RFQs), resumes and proposals for projects.	
Intern & Designer I — Dannenbaum Engineering, San Antonio, TX	Apr. 2016 to Mar. 2022
- Produced civil engineering designs for transportation and land development projects, integrating MicroStation, GEOPak, OpenRoads and Bluebeam. - Assisted with field inspections and documentation, the preparation of technical reports and project specifications, enhancing overall project workflows. - Promoted to Designer I due to exceptional performance and design proficiency.	
Retail Assoc. & Assistant Mgr. — Victoria's Secret & Bealls, TX	Oct. 2014 to Jun. 2016
- Delivered exceptional customer service in fast-paced retail environments, assisting with sales, merchandising, and daily operations to drive revenue and customer satisfaction. - Trained and supervised new team members, managed opening and closing procedures, and supported inventory control as an Assistant Manager, contributing to store efficiency. - Bealls Employee of the Quarter, Fall 2014 & Employee of the Year, 2014	

CREATIVE PROJECTS

SA Business Beat

Founder, Writer & Content Creator — 2025

- Built a multi-platform project including a branded Instagram and website series featuring stories about small business owners in San Antonio through original reporting, photography and social media content.
- Conducted interviews, wrote and edited feature articles, designed social graphics and web visuals, and produced engaging Instagram content.
- Developed and managed the project's social media and content strategy.
- Built & continue to update the website on Wix to publish written stories/visual content.
- View [website here](#) and [Instagram here](#).

Lifestyle News Articles

Journalist — 2025

- Pitched a story, researched background information, interviewed sources and captured high-quality photos to accompany written content
- Drafted articles under deadline, reported to an editor and revised copy based on feedback.
- [Read here](#).

Health and Fitness Podcast

Host and Producer — 2024

- Developed an educational podcast exploring fitness trends and health, interviewing professionals like registered dietitians and fitness experts.
- Utilized Adobe Audition for editing and promoted, growing the podcast's listener base.
- [Listen here](#).

Short Documentary

Videographer and Editor — 2023

- Pitched a story, captured video footage, and interviewed sources for an original video project.
- Edited the video using Adobe Premiere Pro, creating a cohesive and impactful narrative.
- [Watch here](#).

SKILLS AND INTERESTS

Skills:

- **Writing & Editing:** AP Style, SEO Writing, News Writing, Creative Writing, Copyediting, Content Development
- **Digital Media & Social Platforms:** X, Facebook, LinkedIn, TikTok, Instagram, Threads, Snapchat, YouTube
- **Podcast Production & Audio Editing:** Adobe Audition, Descript, SquadCast, Spotify for Creators
- **Video, Photography & Visual Content:** Adobe Premiere Pro, Lightroom, Photoshop, InDesign, Canva
- **Web & SEO:** Duda, Wix, Surfer SEO; website content management and optimization
- **Analytics & Performance Tracking:** Content performance analysis, audience insights, engagement metrics
- **Collaboration & Project Tools:** Slack, Google Workspace, Microsoft Office, Microsoft Teams, Monday.com
- **Engineering & Technical Software:** MicroStation, GEOPak, OpenRoads, Bluebeam
- **Additional Tools:** Adobe Pro, Excel, R Programming Language

Interests:

- Writing
- Photography
- Video editing
- Podcast production
- Health and fitness
- Pop culture & entertainment
- Personal finance
- Real estate
- Civil Engineering & AEC Industries