

Roxanne Mehdizadeh

Portfolio [HERE](#) | Roxannejm39@gmail.com | 713-261-2544 | Austin, TX

EDUCATION

The University of Texas at Austin

May 2023

BS, Advertising | BS, Communication and Leadership – Moody College of Communication
Business Minor – McCombs School of Business

EXPERIENCE

Texas Immersive Institute (TXI)

October 2022-Present

Social Media Manager

- Led internal and external communication efforts of TXI by producing monthly newsletters, weekly social media content, brochures, and recruitment outreach
- Implemented posting schedules and interactive posts to grow following across all TXI mediums (Instagram, LinkedIn, Twitter, Facebook) and boost user engagement with the brand

District One Studios

May 2021-Present

Public Relations Strategist

- Responsible for media outreach and compiling industry-specific media lists with 200+ contacts
- Crafted original, research-backed pitches to attain press coverage for clients to national and local media outlets
- Established a strong partnership between District One Studios and Emblem PR through effective liaison work
- Monitored KPIs and organized media coverage records for 10+ clients of District One Studios and Emblem PR
- Mentored interns through training and offering guidance to improve their skills

Transfer/First Year Experience at UT

Aug-Dec 2021, Aug 2022-Present

Mentor

- Helped maintain student retention by ensuring a successful transition to UT through weekly meetings
- Coordinated events and unique lesson plans about UT culture and campus resources to enhance student development and academic performance
- Facilitated one-on-one mentoring sessions with students

DR Delicacy, Houston, TX

Aug 2018-Jan 2019, Jul 2020-Aug 2020

Intern

- Generated social media content (Instagram, YouTube, Blogposts) for brand awareness and marketing promotions

PROGRAMS/EXTRACURRICULARS

Texas Immersive Institute

Jan 2022-Present

Spring 2022 Cohort, Explorer

- Studied how to identify audience intention, expectation, interaction, and relationship with space and emerging technologies
- Conducted audience research on the Austin Drag Community to uncover wants, needs and solutions to enhancing drag show experiences
- Managed Breonna's Garden booth at SXSW 2022, leveraging technology to educate attendees about Breonna Taylor's story through VR
- Prototyped a sustainability-focused immersive experience, specifically focusing on multimedia and interaction design, to be considered for Dell Technologies World 2023

Texas Creative

Aug 2022-Present

Fall 2022 Cohort, Member

- Formulated art direction, copywriting, and creative strategy techniques to create original ad campaigns

Phi Chi Theta Business Fraternity – Delta Mu Chapter, Member

Sept 2021-Present

Delta Gamma – Beta Eta Chapter, Member

Aug 2020-Present

SKILLS

Software: Microsoft Excel, Adobe Photoshop, Adobe InDesign, Figma, Final Cut Pro, Muck Rack, Cision, iMovie

Language: English, Farsi, Intermediate Spanish