

Keaten Keitz

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SUMMARY OF QUALIFICATIONS

- Highly effective in promoting a positive, productive environment
- Equally successful working independently and in cooperation with others
- Familiar with all social media platforms and content creation
- Short form video skills

EDUCATION

Bachelor of Science in Advertisement

August 2019 – May 2023

University of Texas at Austin, Austin, Texas

- **GPA:** 3.4
- **Minor:** Business

WORK EXPERIENCE

First-Year Interest Group (FIG) mentor

August 2020 – May 2022

University of Texas at Austin, Austin, Texas

- Created and planned lectures to prepare students for their first year of college
- Worked with a facilitator to learn communication and leadership skills
- Aided in resolving any questions or conflicts a student had about school

UTalk

University of Texas at Austin, Austin, Texas

May 2021 – August 2021

- Conversed and created connections with UT Alumni
- Assessed conflicts and resolved them in a timely manner
- Multitasked speaking on the phone and assessing where to lead a conversation

COURSE EXPERIENCE

Intro to Creative Advertisement

January 2021 – May 2021

- Worked in different groups to create a variety of advertisement campaigns
- Practiced being a strategist, copywriter, and creative director

Digital Graphic Communications

August 2021 – December 2021

- Followed tutorials in different design tools, such as Photoshop
- Applied these tutorials to make my own graphic designs

Audience Development and Engagement

August 2022 – December 2022

- Researched a niche audience and developed a report on their needs
- Applying this research to design an immersive experience specified for them

Experimental Storytelling

August 2022 – December 2022

- Designed my own immersive experience as well as worked in a group to design another one
- Worked with a real-world client, Dell, to design an immersive experience that highlights their sustainability

ACTIVITIES

Volunteer

Tau Beta Sigma

- Empowered women by building each other up and supporting each other through music and community service

Extra-Curricular

Longhorn Band

- Marched and played trumpet in the Longhorn Band
- Managed the TikTok and Instagram account of the Texas Trumpets