

# Maria Owens

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## EXPERIENCE

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<b>iCivics - Marketing Intern; Remote</b> <ul style="list-style-type: none"><li>• Publish 3 Tweets a day and multiple Facebook and Instagram posts a week using Sprout Social</li><li>• Build 5 page Google Data Studio report to monitor engagements, impressions, post link clicks, and teacher registrations</li><li>• Collaborate on SEO campaign including landing page updates and over 100 strategic keywords</li></ul>	June 2022 - January 2023
<b>Texas Immersive Institute (TXI) – Explorer   Experience Designer   Fellow; Austin, TX</b> <ul style="list-style-type: none"><li>• A 40-person program that combines audience, storytelling, and new tech to design and execute immersive experiences</li><li>• Design over 4 immersive experiences for different audiences including marginalized creatives and Dell stakeholders</li><li>• Learn affordances of over 10 XR technologies including headsets, AR glasses, and haptics and how they can enhance storytelling</li></ul> <b>Texas Immersive Institute Winter Fellow:</b> <ul style="list-style-type: none"><li>• Contribute to overall narrative and script for The In Between, a mixed-reality experience for the TXI capstone class</li><li>• As multimedia lead, strategize assets needed for the experience including branding, marketing, and physical assets</li></ul>	December 2021 - Present December 2022 - January 2022
<b>Snapchat Creator Program &amp; Lens Network - Creator; Remote</b> <ul style="list-style-type: none"><li>• Design a Snapchat Spectacles filter that live translates Spanish and English between healthcare workers and patients</li><li>• Attend Augmented Reality Expo in Santa Clara to represent Snap AR</li><li>• Engage with 50+ creators around the world and attend remote meetups</li></ul>	February 2022 - Present
<b>Hands Producing Hope - The Hope Shop - Communication Intern; Baton Rouge, LA</b> <ul style="list-style-type: none"><li>• Publish 2 weekly blog posts about global refugee issues, sales, new products, and sustainability practices</li><li>• Produce and post 4 weekly Instagram reels and stories, TikToks videos and Instagram posts</li><li>• Establish branding for Pinterest account and post regular Pins and branded design boards</li></ul>	January 2021 - May 2021
<b>The Daily Reveille - News Reporter; Baton Rouge, LA</b> <ul style="list-style-type: none"><li>• Interview at least 5 students weekly and other sources to include in stories</li><li>• Write 2 stories each week for print and digital news platform</li></ul>	August 2017 - October 2017
<b>LSU Libraries - Communication Assistant; Baton Rouge, LA</b> <ul style="list-style-type: none"><li>• Published article in LSU Alumni Magazine (Winter 2018 issue, page 43)</li><li>• Design and publish 20-page LSU Libraries Annual Report</li><li>• Produce 3-5 Twitter, Instagram, and Facebook weekly posts</li></ul>	August 2017 - August 2019

## ACADEMIC PROJECTS

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<b>The In Between</b>	Design and execute mixed-reality experience for the Texas Immersive Institute capstone	Spring 2023
<b>Dell: Journey to the Moon</b>	Design a sustainability-related immersive experience for Dell's annual conference	Fall 2022
<b>Overtuned</b>	Design a mixed-reality experience based on archival data surrounding LGBTQ+ rights	Fall 2022
<b>Marginalized Creatives</b>	Create an immersive experience for marginalized creatives based on 10 interviews and secondary research	Spring 2022
<b>Kabobzi of Austin</b>	Circulate and write a 10 minute survey taken by 100 people to increase brand awareness for local restaurant	Fall 2021

## LEADERSHIP

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<b>Texas Immersive Capstone – Multimedia Lead; Austin, TX</b> <ul style="list-style-type: none"><li>• Lead a highly-functional 5 person team responsible for all digitally created assets for mixed-reality experience</li><li>• Collaborate with 4 cross-functional teams and a 25-person art direction class to successfully adhere to the organized production timeline</li></ul>	December 2022 - Present August 2022 - Present
<b>D.I.V.E. Club – Creative Director; Austin, TX</b> <ul style="list-style-type: none"><li>• Co-lead weekly meetings about innovate technology and trends in the immersive industry</li><li>• Design 1 weekly Instagram post to promote and engage present and potential club members</li></ul>	August 2021 - Present
<b>The University of Texas at Austin – Teaching Assistant; Austin, TX</b> <ul style="list-style-type: none"><li>• Guide students through classes related to media and psychology of advertising including teaching 2 labs a week</li></ul>	Fall 2019 - Spring 2021
<b>Phi Sigma Pi National Honor Fraternity - Public Relations Co-Chair</b> <ul style="list-style-type: none"><li>• Transformed organization's website from Wix to Squarespace with updated graphics and copy</li><li>• Organize 2 meetings per week with other leaders and members to ensure the success of the organization</li></ul>	

## ADDITIONAL SKILLS

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**Computer & Research:** Microsoft Word, Excel, Powerpoint, Google Analytics, Google Data Studio,, Simmons Insights, Ad\$pendr, IBISWorld, Statista, Business Source Complete, Brandwatch, Buffer  
**Creative:** InDesign, Illustrator, Photoshop, Adobe Premier, Acrobat, Canva, Snapchat Lens Studio, Figma  
**Certifications:** CITI Program Social & Behavioral Research Basic Course (February 2020)

## EDUCATION

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<b>The University of Texas at Austin</b>	MA, Advertising; Moody College of Communication	May 2023
<b>Louisiana State University</b>	BA, Mass Communication; Manship School of Mass Communication Minors: Spanish, Business Administration	May 2021