



Andrew Peña

CREATIVE - AD/CW

CONTACT

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EDUCATION

The University of Texas at Austin

August 2019 - May 2023

BS in Advertising
Minor in Business
GPA: 3.77

HONORS

Media Plan Competition - 1st place
C. Thomas Behrman Scholarship
Fleming Fellowship Scholarship

EXPERIENCE

Texas Creative

Art Director & Copywriter / Fall 2021 - Present
Distinguished creative advertising portfolio program based in the Nation's #1 ranked undergraduate advertising program

- Concept and execute integrated cross-platform advertising campaigns with cohort partner
- Present summary of research, mock-ups, and potential obstacles for each campaign on a weekly basis for an end of the year industry critique

4P Renovation & Construction

Brand Development Intern / May 2022 - August 2022
General Contractor offering full residential and commercial remodeling and construction services throughout Texas

- Construct brand image by conceptualizing and designing company logo with brand developer
- Inform design decisions for new website and social media platforms through weekly meetings with the executive board

Business Ethics Team

Digital Media Officer / May 2021 - May 2022
Business Ethics Team is a student organization at UT that promotes ethical behavior in the workplace

- Establish new guidelines and precedent for recruitment, officer meetings, and social media expectations among organization officers
- Create social media content to strengthen presence within UT community, increase engagement, and update members on events

ADDITIONAL INFORMATION

Skills: Microsoft Office, Google Workspace, Canva, Procreate, Major Social Media Platforms, Wix, iMovie, Final Cut Pro, etc.

Interests: Guitar, Running, Trader Joes, Live Music, Texas Football, Long Walks On The Beach