

# Victoria Serrato

(209) 221-9983  
victoriaserrato23@gmail.com  
[victoriaserrato.github.io](https://victoriaserrato.github.io)

## EXPERIENCE

**Pediatric Cancer Research Foundation, Irvine, CA** — *Social Media/Graphic Design Intern*

JUNE 2021 - OCTOBER 2021

Maintaining social media presence (Instagram, Twitter, Facebook), Collaborating with digital marketing team to plan, create, and publish posts (including creating copy, designing graphics, and video editing), Research for social media campaigns, Assist in creating content calendar

**ACM SIGGRAPH Student Chapter at SJSU, San Jose, CA** — *Videographer*

APRIL 2021 - PRESENT

Video editing and production focused on tutorials raising awareness of digital technology within the SJSU campus community and beyond, Coordinating and organizing club events and activities with club officers, Engaging community through social media (Instagram and Discord) and club email list

**Youth Beat Media, Oakland, CA** — *Digital Communications Intern*

JUNE 2020 - JULY 2020

Managing social media platforms (Facebook, Twitter, and Instagram), Plan, create, and publish posts (including creating copy, designing graphics, and video editing) as part of communications team

**ZED Coworking, San Jose, CA** — *Digital Marketing Intern*

JULY 2019 - AUGUST 2019

Digital content creation strategizing and planning, creating & editing video content optimized for YouTube

## EDUCATION

**San Jose State University, San Jose, CA** — *Bachelor of Fine Arts with a Concentration in Digital Media*

AUGUST 2016 - DECEMBER 2021

Magna cum laude; Activities/clubs: She's the First, CADRE Student Organization, CADRE Mentorship Program, ACM SIGGRAPH Student Chapter at SJSU

## SKILLS

- Social Media
  - Instagram
  - Twitter
  - Snapchat
  - Facebook
  - Discord
  - Sprouts Social
  - Buffer Social Media Management
  - Linktree
- Project Management
  - Trello
  - Jira
  - Airtable
  - Slack
  - Google Suite
- Art/Design
  - Adobe Creative Suite (Premiere Pro, After Effects, Illustrator, Photoshop, Lightroom)
  - Canva
  - DSLR Camera
  - Video editing
  - Photo editing
- Technology
  - HTML
  - CSS
  - Zoom

## AWARDS

**San Jose State University** Recognized as a Dean's Scholar multiple semesters: Spring 2018, 2020, and 2021; Fall 2019 and 2020  
**Phi Kappa Phi** Recognition of academic excellence and membership into the honors society, Spring 2021

## LANGUAGES

- English
- Spanish – Awarded the California State Seal of Bilingualism in April 2016

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To whom it may concern,

Hello, I am a digital artist with a passion for creative content and social media looking to apply my abilities and education into art/design and social media/digital marketing roles. My goal is to join a team where I can apply my creative skills to foster communications and community.

I have five years of content creation production, as an art student, and professionally with three years of internship experience in social/digital marketing. My education in Digital Media Art at San Jose State University has given me experience and skills in production and editing of creative content (video, photography, illustration, GIF, etc.), coding, and digital & social platforms. My past internship experience with ZED Coworking, Youth Beat Media, and the Pediatric Cancer Research Foundation has given me knowledge and exposure to social media marketing strategies and outreach aimed towards education, community learning, and nonprofit work in different sectors.

As someone who is experienced with as both a consumer and creator, I believe my experience and education make me a qualified candidate for this role. I am enthusiastic, hardworking, and dedicated to creating projects that are engaging and effective.

For any questions or additional information, please contact me through email at **victoriaserrato23@gmail.com** or by phone at **(209) 221-9983**

Thank you for your time and consideration. I look forward to getting in contact with you soon.

Sincerely,  
Victoria Serrato