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Four years' experience with Adobe Creative Suite; Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, and Lightroom. Specializes in designing with precision and prioritizing effective communication to align outcomes with client objectives to achieve a meaningful impact.

- Graphic Design Experience; with a strong focus on Illustrator & Motion Graphics.
- AI integration for workflow.
- Strong communication & college style writing skills
- Bilingual: English & Spanish Proficient
- Goal-oriented and meets deadlines.
- Thoughtful & team-oriented professional who values communication.

August 2017 – Fall of 2025

Texas State University – San Marcos, TX
Graduating December of 2025 with a Bachelors in Communication Design

Honored on the Dean's List for three consecutive semesters in recognition of academic excellence.

2015 – 2016

**Office Depot
Copy & Print Department**

Created custom marketing materials such as flyers, business cards, posters, invitations, and booklets using design software and in-store design tools, tailored to meet each customer's branding and messaging needs. Provided hands-on design support for local businesses, organizations, and individual clients, ensuring high-quality, visually compelling print materials that supported their marketing goals. Operated finishing equipment including guillotine cutters and booklet makers to professionally prepare and package completed projects. Consulted with customers to understand their promotional objectives, offering creative solutions and design guidance to bring their ideas to life while maintaining brand consistency. Maintained accuracy and attention to detail in a fast-paced environment, balancing multiple projects while delivering on tight deadlines.

2020 - 2025

**Cricket Wireless
Sales Marketing Associate**

Developed and executed localized marketing strategies tailored to the store's unique market, including designing promotional flyers, creating branded social media content, and managing online advertising campaigns to drive customer traffic. Played a key role in growing store visibility and customer engagement by consistently creating engaging content for Facebook and other platforms, boosting walk-ins and repeat business. Leveraged sales data to align marketing efforts with performance goals, ensuring that every campaign and sales tactic directly contributed to meeting and exceeding sales targets. Built brand awareness within the local community by combining creative promotions with personalized customer outreach, increasing monthly sales and customer retention.