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Alexandra Bustos

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.

August 2017 – Fall of 2025

Currently attending
for Bachelors in
Communication Design

Texas State University –
San Marcos, TX

Aug. 2014 – Dec. 2015

University of Texas Rio Grande
Valley – Edinburg, TX

Aug. 2012 – May 2014

South Texas College –
McAllen, TX

- Proficient with Microsoft Software; Word, Excel, PowerPoint, Etc.
- Bilingual; Spanish & English.
- Graphic Design Experience; with a strong focus on Photoshop & Illustrator.
- Strong communication and college style writing skills.
- Goal-oriented and meets deadlines.
- Thoughtful & team-oriented professional who values communication.

2020 – Present

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.

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.