

Anabella Aguilar

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EDUCATION

Texas A&M University

Bachelor of Business Marketing BBA- Advertising Strategy Track | Entrepreneurship Minor
Mays Business School

College Station, Texas

May 2027

Cumulative GPA: 3.482/4.00

PROFESSIONAL EXPERIENCE

TEXAS A&M UNIVERSITY DEPARTMENT OF STUDENT ACTIVITIES

SEPTEMBER 2024- PRESENT

GRAPHIC DESIGN AND EVENTS STUDENT ASSISTANT

- Designed **engaging one-pagers** for various organizations, effectively **communicating their missions**.
- **Partnered** with team members to **produce athletically pleasing promotional materials** for student activities.
- **Organized and maintained** resources, optimizing storage and accessibility to improve the department's workflow.
- **Developed** innovative **graphic solutions** to meet specific **branding guidelines** enhancing outreach efforts.
- Showcased **organizational abilities** by **multitasking** and practiced setting priorities in a **fast-paced environment**.

VOGUE MÉXICO Y LATINOAMÉRICA | CONDÉ NAST

11000 Ciudad de México, CDMX, México

FASHION INTERN

SUMMER 2025

- **Published a feature** on the luxury hotel, Le Bristol Paris, in the **August 2025 issue** of Vogue México y Latinoamérica.
- **Forecasted runway trends** for Menswear 2025 and SS'26 across apparel and accessories to **support editorial planning**.
- **Coordinated** with showrooms and brand PR on **courier pickups and product returns** from production photoshoots.
- **Represented Vogue** at a **beauty industry event** hosted by **Maribel Yébenes** while taking notes for beauty content.
- **Met designer Willy Chavarria** and built a forward content plan spotlighting the **Latino community**.
- **Participated in brainstorming** meetings with the Vogue team to **plan coverage** for the next magazine cycles.
- **Coordinated NYFW/PFW 2025 logistics** for Karla Martínez (Head of Content) event calendar.

SURFING PENGUIN

El Paso, TX 79912

VIRTUAL MARKETING ASSISTANT

SEPTEMBER 2023- MARCH 2024

- **Produced virtual content** for social media platforms, focusing on crafting engaging and on-brand visual content.
- Collaborated with the marketing team to brainstorm and execute marketing **strategies** that drive **user engagement**.
- Utilized **data-driven insights** to **optimize** social media content and maximize the impact of online campaigns.

MARKETING ASSISTANT

SUMMER 2022-2023

- Captured compelling visual pictures for social media campaigns, ensuring brand consistency and visual appeal.
- **Managed social media** accounts by publishing weekly content and engaging with followers through collaborations.
- Conducted **in-depth analysis** of user engagement through social media insights.
- Coacted with marketing agency executives by **attending meetings**, and handling administrative tasks.
- Created aesthetically pleasing sets for promotional materials and particular brands followed by posting the content.

HUMBLE DONUT CO. & ORANGE LEAF FROZEN YOGURT

SUMMER 2021

EMPLOYEE

- Efficiently executed cash transactions in a **high-volume environment**, guaranteeing accuracy and operational efficiency.
- Delivered **exceptional customer service**, addressing inquiries and creating a positive customer experience.

CERTIFICATIONS

Certifications: Fundamentals of Media Measurement, Media Relations, and Social Media | Project Initiation, Project Planning, Project Delivery and Close

SKILLS AND ADDITIONAL INFORMATION

LANGUAGES: Fluent/Literate in English and Spanish

WORK ELIGIBILITY: Eligible to work in the U.S. (No Restrictions)