

ANDEN WORK

andenwork@gmail.com | 737-215-0755 | www.andenwork.com

SUMMARY

Recent Mass Communication graduate from Texas State University with a concentration in Electronic Media and a minor in Media Studies. Passionate about creating engaging digital content through video production, social media, and visual storytelling. Experienced in producing short- and long-form content, analyzing audience engagement, and leveraging creative tools to help brands connect with their audiences.

SKILLS

Media & Production Tools: Adobe Creative Suite (Premiere Pro, Photoshop, After Effects, Illustrator) | YouTube Studio | Canva | Audio/Recording Equipment

Social Media & Digital Marketing: Instagram | TikTok | YouTube | Facebook | X (Twitter) | LinkedIn | Basic SEO | HTML | CSS | WordPress

Core Competencies: Content Creation | Video Editing | Digital Storytelling | Team Collaboration | Customer Communication

EXPERIENCE

Sales Associate — October 2024 – Present

Under Armour | San Marcos, TX

- Communicated brand identity through product placement and visual merchandising, contributing to a consistent and engaging in-store experience.
- Organized product displays to improve customer engagement and accessibility.
- Maintained store presentation standards to reinforce brand image and enhance the customer experience.
- Processed transactions accurately using point-of-sale systems in a fast-paced retail environment.

Summer Camp Counselor — May 2023 – July 2024

YMCA of Central Texas | Cedar Park, TX

- Developed and delivered structured daily programming for groups of campers, adapting content and format to maintain engagement across diverse age groups.
- Planned and executed activity schedules, balancing logistics and participant experience to keep operations running smoothly.
- Communicated clearly with campers, parents, and staff to ensure safety, expectations, and program goals were consistently understood.
- Supervised and mentored campers, fostering personal development and a positive group dynamic throughout multi-week sessions.

Dining Room Attendant — July 2022 – May 2023

Mama Betty's Tex Mex Y Cantina | Austin, TX

- Maintained a well-organized dining environment that reinforced the restaurant's atmosphere and guest experience.
- Coordinated with front-of-house staff to ensure seamless service flow during high-volume shifts.
- Delivered food and drinks promptly to tables, supporting team efficiency and maintaining positive guest interactions.

Scoreboard Crew - August 2021 – November 2022

Leander ISD | Cedar Park, TX

- Managed live event display operations for public audiences, coordinating in real time with referees and event staff to ensure accurate, timely information delivery.
- Operated AV and scoreboard equipment under live-event conditions, troubleshooting technical issues quickly to avoid disruption.
- Maintained consistent on-screen presentation throughout events, contributing to a professional audience experience.

Cashier - June 2021 – July 2022

Raising Cane's Chicken Fingers | Cedar Park, TX

- Communicated menu information clearly and concisely to high volumes of customers daily, developing effective and efficient verbal messaging skills.
- Trained new cashiers on register operations and customer service standards, breaking down processes into clear, easy-to-follow steps.
- Processed transactions accurately and maintained a well-organized workspace throughout fast-paced shifts.

EDUCATION

Bachelor of Arts in Mass Communication - 2026

Texas State University | San Marcos, TX

- Concentration in Electronic Media — developing proficiency in content production, digital media systems, and messaging for diverse audiences.
- Minor in Media Studies — interdisciplinary study of film, photography, visual media, graphic narratives, and popular culture.

High School Diploma May 2023

Vista Ridge High School | Cedar Park, TX

CERTIFICATIONS

- Adobe Premiere Pro Certification
- Hootsuite Platform Certification
- Hootsuite Social Listening Certification
- HubSpot Social Media Marketing Certification
- HubSpot Digital Marketing Certification
- Semrush AI-Powered Marketing Certification