

# AnaMarie V. Cordova

anamarievc@utexas.edu | (915)740-4250 | LinkedIn.com/in/AnaMarieVC

## EDUCATION

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**The University of Texas at Austin** Bachelor of Arts, Government Spring 2025  
Minor: Communication and Social Change  
Cumulative GPA: 3.9

## WORK EXPERIENCE

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**Smart City Policy Group** – *Digital Media Specialist*; Austin, TX Fall 2023–Present

- Conduct comprehensive research on economic policy topics, distilling key insights and translating them into clear, easy-to-understand graphics that inform the respective communities.
- Spearhead outreach efforts to promote SCPG’s expertise by facilitating press releases and coordinating with organizations to facilitate presentations at conferences.
- Bridge the gap between economic policy and public understanding by effectively transforming data and research findings into compelling, digestible visuals.

**The University of Texas System** – *Communications Intern*; Austin, TX Summer 2023

- Conducted comprehensive news source reviews for 14 institutions, draft newsletter blurbs, and proofread all outgoing material.
- Provided media relations, social media, and communications support for the UT System and UT System Administration offices.
- Coordinated and executed strategic social media content creation, including researching ways to enhance channel distinctiveness and improve overall engagement.

**UT Austin Student Government** – *Communications Director*; Austin, TX May 2023–Present

- Chosen as one of seven students to serve on the Student Government Executive Board, leading a staff of six students and responsible for overseeing all organizational communications.
- Develop public relations strategy, successfully navigating several public-facing crises and growing relationships with influential campus actors, like Texas Exes, University Co-Op, and The Daily Texan, to amplify initiatives.
- Increase social media followership and reach by approximately 50 percent.

## LEADERSHIP EXPERIENCE AND ACTIVITIES

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**UT Student Government** – *Deputy Communications Director*; Austin, TX June 2022–April 2023

- Oversee and delegate projects to a team of five staffers and provide administrative support to the Communications Director, President, and Vice President of Student Government.
- Craft digestible, accessible, and eye-catching graphics to increase engagement and followership of Student Government social media accounts.
- Facilitate multimedia collaborations with stakeholders to promote organizational advocacy initiatives like civic engagement, college affordability, campus safety, and the amplification of diverse voices.

**Latinx Community Affairs** – *Social Media Chair*; Austin, TX June 2022–May 2023

- Developed advertising strategies resulting in a 20 percent increase in followership and engagement with organizational social media pages.
- Crafted mixed media content that uniquely and effectively promoted Latino culture and events at UT Austin.
- Conceptualized new brand identity for organization and accompanying graphic styles for social media posts.

## HONORS

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**University Honors** Fall 2022–Present

Awarded to students with GPAs of 3.5 and above.

**Austin Community College Honors** Fall 2021–Spring 2022

Awarded to students with GPAs of 3.5 and above.

## SKILLS & CORE COMPETENCIES

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**Computer Skills:** Microsoft Office Suit, Video Editing, Canva, Instagram, TikTok, Twitter, Facebook, LinkedIn

**Languages:** Spanish

**Interests:** Civic Engagement, Voter Activism, Advocacy, Contemporary/Hip-Hop Dance, Photography, Music

**Work Eligibility:** Eligible to work in the U.S. with no restrictions