

Peyton Wade

Austin, Texas | (940) 210-8552 | pnw336@my.utexas.edu

EDUCATION

The University of Texas at Austin, Austin, Texas

May 2027

B.A., Psychology. GPA: 3.91

Decatur High School, Decatur, Texas

May 2023

Graduated top 6% of class

INDUSTRY LEADERSHIP EXPERIENCE

Campus Events+Entertainment: Headliners, Austin, Texas

August 2023 – Present

Chair/President (April 2024 - April 2025)

- Negotiated with talent (Amethyst Michelle, Universal Music Group, etc.), partners (Dominos, Forty Acres Catering, University of Texas Interfraternity Council, University Presidential Office), ambassadors (Liquid Death, Guayaki Yerba Mate), and agents, operating within an \$87,000 budget, contributing to effective budget management.
- Lead weekly meetings for 15-30 members at a time, focused on sharing relevant new information and participating in membership driven activities like ice-breakers.
- Collaborate with other E+E committees (MACC, CAT, etc.) to create exciting and inclusive events for students with an attendance ranging from 100-800.
- Plan weekly meetings with officer team using a SWOT breakdown.
- Executed SMART goals related to diversity and inclusion, which encompassed bringing minority/local headliners while showcasing a diverse array of genres over the course of the year.
- Spearheaded efforts in designing, planning, promoting, and executing 5 small to large-scale on-campus events so far to engage the student body, resulting in an average rating of 4.63/5.
- Participated in four hiring interviews for the fulfillment of open advisor positions.

Volunteer/Member (August 2023 - April 2024)

- Attend weekly meetings to assist in planning upcoming events that cater to a broad range of students.
- Event Coordinate for Battle of the Bands which included creating event advertisements (Canva), promoting online (Instagram Reels), managing talent of student bands, and ensuring overall success of the event.
- Volunteer Coordinator for Forty Acres Fest which included creating volunteer sheets for all of E+E (Google Sheets) and directing volunteers the day of FAF to their positions and roles while serving as their point of contact.

PROFESSIONAL EXPERIENCE

Moody Center, Austin, Texas

August 2025 – Present

Event Services Intern

- Assist with preparation of event materials throughout the planning and execution of major events such as Event Reports and Brief Sheets.
- Shadow various departments during events including Security, Guest Services, and Event Services.
- Serve as Guest Services Manager for a nearly sold out show with country artist Dwight Yoakam, running pre- and post-event operations.
- Develop skills in large-scale event management while supporting/running events in a 15,000 capacity arena.

San Miguel Management: The Quarters, Austin, Texas

July 2025 – Present

Marketing Assistant/Content Creator

- Work directly with managers to create social media content plans that promote interest in residential areas.
- Create Instagram Reel and TikTok style videos showcasing apartment highlights and amenities.
- Utilize other creation platforms like Canva and CapCut to make enticing content while staying relevant to trends.

Nothing Bundt Cakes, Austin, Texas

April 2025 – Present

Froster

- Expertly frost cakes to brand specifications, ensuring consistency, presentation, and quality across all products.
- Maintain a clean and organized workstation in compliance with food safety and sanitation guidelines.
- Collaborate with team members to meet production goals and fulfill customer orders in a timely manner.

Urban Outfitters, Austin, Texas

April 2025 – Present

Sales Associate

- Initiate conversation, share advice and product knowledge to interact with the customer in a personalized way

- Utilize technology to be well-informed on company priorities and promotions in-store and online; deliver a seamless, omni channel shopping experience through utilization of the tools available to service the customer (i.e. MPOS, POS, In-Store Pick Up)
- Contribute to the store by being positive, respectful, and helpful to others
- Maintain Urban Outfitters' visual and operational standards while keeping the focus on the customer
- Support the shipment process to gain awareness of product including what's new and what's already on the floor
- Adhere to store's safety standards, inventory accuracy, reduction of product loss, and upholds all company policy and procedures to support the profitability of the store

Home From College, Austin, Texas

February 2025 – Present

Brand Ambassador/Content Creator

- Write honest, detailed product reviews to enhance consumer trust and support brand transparency.
- Create engaging and on-brand content (photos and videos) to showcase product features across social media platforms like TikTok and Instagram.
- Lead on-campus initiatives and events to promote brand awareness, engage student communities, and drive product interest and usage.

SXSW, Austin, Texas

February 2025 – April 2025

Registration Intern

- Supported registration operations by efficiently managing attendee data entry, badge printing, and distribution processes.
- Providing friendly and knowledgeable assistance to participants, addressing registration email inquiries and troubleshooting technical issues with professionalism.
- Collaborating with cross-functional teams to ensure seamless coordination between registration, event logistics, and venue operations.

Good Molecules Skincare, Austin, Texas

January 2025 – Present

Brand Ambassador

- Promoted Good Molecules' products to the student body via product distribution and gave education presentations showcasing the brand's core values.
- Coordinated on-campus sampling of products to drive student engagement and interaction with products.
- Organized a product giveaway via TikTok and coordinated winning logistics.

Texas L.E.A.D. (Student Activities), Austin, Texas

May 2024 – July 2024

Photography Strategy Intern

- Captured, edited, and uploaded high-quality images (Canva, Adobe Photoshop) of classrooms on-campus to UT's online database "Find A Space" two to three times a week.
- Led and executed an independent project to create a promotional marketing video (iMovie) for Student Activities to be posted on Youtube, utilizing video production and editing skills.
- Pursued the Meta Social Media Management Certificate on Coursera to enhance expertise in digital marketing.

William C. Powers Jr. Activity Center, Austin, Texas

January 2024 – July 2024

Student Ambassador

- Oversee front desk operations, fostering a welcoming environment for students and guests.
- Manage incoming phone calls, effectively directing inquiries and providing any necessary information accurately.
- Coordinate equipment (phone chargers, calculators, etc.) check-outs for students while maintaining a clean workspace, ensuring proper organization and maintenance of materials.
- Design and create seasonal wall decor (Pinterest, Cricut) for holidays and special university events, enhancing the ambiance of the building and creating a festive atmosphere.

Wise County Youth Volleyball, Decatur, Texas

January 2023 – May 2023

Referee

- Officiate volleyball games for 3rd-6th grade teams, managing up to 5 games per day with a focus on fairness.
- Ensure proper setup and takedown of gym equipment, ensuring all proper procedures are followed.
- Keep track of accurate game records, including scores and player substitutions with accurate documentation.
- Maintain professionalism and manage viewer disputes during games, ensuring a positive and respectful environment for players, coaches, and spectators.

Cici's Pizza, Decatur, Texas

June 2022 – July 2022

Cashier

- Process hundreds of customer orders daily while providing detailed information about the buffet and menu.

- Maintain all condiments and ensure the salad bar is clean and filled, while managing phone calls with professionalism and friendliness.
- Handle cash and credit card transactions accurately, ensuring a smooth checkout process for guests.

Pineapple Pancake House, Bridgeport, Texas

July 2021 – May 2022

Cashier

- Fulfill dozens of customer orders daily, offering detailed menu information for a positive dining experience.
 - Deliver orders to tables, bus and sanitize dining areas, and maintain a fully stocked condiments station.
 - Open and close the front of the restaurant, managing cash and credit card transactions with efficiency.
-

CAMPUS INVOLVEMENT

Kappa Delta Sorority, Austin, Texas

August 2024 – Present

Member

- Participated in fundraising initiatives, raising funds for national causes (Girl Scouts of the United States of America and Prevent Child Abuse America) supported by the sorority.
- Developed strong time-management skills while balancing academic responsibilities with sorority obligations.
- Participated in sisterhood events to strengthen relationships, promote camaraderie, and foster a supportive and inclusive environment within the sorority.

Campus Events+Entertainment: Showtime, Austin, Texas

August 2023 – Present

Volunteer/Member

- Attend weekly meetings to assist in planning upcoming events and movie screenings, selecting screenings that cater to the majority of the student body and promote the committee well.
 - Volunteer at movie screenings by ushering guests, tracking attendance, or welcome guests at the PR table.
-

VOLUNTEER EXPERIENCE

UT Collective-The Project, Dove Springs, Texas

March 2024

- Paint murals in Widen Elementary School, enhancing the school's environment and contributing to a positive, creative atmosphere for students and staff.

Decatur Public Library, Decatur, Texas

February 2023 – June 2023

- Sort and shelve books alphabetically and numerically, creating a well-maintained and organized library.
- Plan and execute engaging events and craft activities for children, promoting creativity and learning.
- Design and decorate events for teenagers, like a Stranger Things themed escape room, creating vibrant and enjoyable experiences tailored to their interests and preferences.

Live Thankfully, Decatur, Texas

November of 2021 & 2022

- Sort and categorize hundreds of canned food items into their assigned inventory for effective organization.
 - Pack and prepare dozens of food donation bags, coordinating with teams to load them into trucks for delivery.
-

HONORS AND AWARDS

Campus Events+Entertainment New Leader Star Award Scholarship · Headliners Member of the Year 2023-2024
· National Honor Society · DHS AP Language Award · DHS PTO Scholarship

SKILLS

Technology: Adobe Photoshop, Canva, Layout Pro, Adobe Photoshop, Microsoft Office, Google Workspace
Personal: Event Planning, Effective Communication and Interpersonal Skills, Adaptive Learning, Organization, Time Management, Contracting, Customer Service, Leadership, Team Management, Risk Management
Languages: Basic Spanish