

# GIOVANNI MAGAÑA

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## EDUCATION

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**The University of Texas** – Austin, TX

**May 2025**

**Degree** – Bachelor of Science in Advertising

- Minor: Business
- GPA: 3.83; Dean's Honor List (Fall 2021-Spring 2025)

**IES Abroad** – Paris, France.

- Completed courses in Luxury Strategic Communication and Marketing.

## PROFESSIONAL EXPERIENCE

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**FACE FOUNDRIÉ** – Austin, TX

**February 2025 – Present**

**Front Bar**

- Managed front desk operations, including calls, scheduling, check-ins, and guest conflict resolution.
- Promoted special offers, memberships, and rewards to boost client retention and revenue.
- Recognized for reliability, strong work ethic, and dedication to a positive guest experience

**Pandora** – Austin, TX

**October 2023 – December 2024**

**Sales Specialist**

- Delivered exceptional guest experiences by creating a welcoming and positive environment.
- Consistently met or exceeded sales goals through effective product recommendations and upselling.
- Leveraged product knowledge to provide personalized solutions and enhance client satisfaction.

## ADDITIONAL EXPERIENCE

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**Hook'd Magazine** – Austin, TX

**January 2022 – May 2025**

**Principal Director of Marketing**

- Directed all social media accounts, growing audience engagement and brand visibility.
- Led a student marketing team through weekly meetings, content planning, and assignments.
- Collaborated with committees, sponsors, and brands on promotional campaigns and events.

**Texas Creative Portfolio Program** – The University of Texas at Austin

**January 2023 – May 2025**

**Art Director**

- Completed 12 full advertising campaigns from concept through execution.
- Received critique and mentorship from nationally recognized advertising industry leaders.
- Competed in national advertising competitions, gaining experience in high-level creative strategy
- Program recognized as one of the top creative portfolio programs in the U.S.

**SXSW x UT** – Austin, TX

**January 2025- May 2025**

**Creative Director**

- Directed the agency's creative team, guiding concept development and execution of all deliverables.
- Negotiated budget adjustments to produce higher-quality prototypes and enhance overall campaign impact.

- Ensured timely delivery of high-profile festival projects by managing timelines and resources effectively.

#### ADDITIONAL

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- **Language Fluency:** English (Native), Spanish (Native), and French (Conversational).
- **Technical Skills:** Graphical, Adobe Suite, MS Office, Social Media, Event Planning, Research, Computer Skills, Planning, Presenting, Communication, Organization, Customer Service, Time Management, Leadership, and Interpersonal Skills.
- **Work Eligibility:** Eligible to work in the U.S. with no restrictions.