

GIOVANNI MAGAÑA

Austin, TX | (409) 300-7550 | giovanni.magana@utexas.edu | giovannimagana.com

EDUCATION

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

FACE FOUNDRÍE – 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

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

- **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.