

JULIANNE GARCIA, MBA

WOO | Communication | Includer | Positivity | Learner
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SUMMARY OF QUALIFICATIONS

- 6+ years of higher education dedicated to advocating and assisting students with resources and tools to guarantee a transformational higher education experience.
- 3+ years of experience in marketing and communications, with a concentration in digital and social media marketing strategies across multiple channels.
- Proven ability to manage and execute multi-channel media and social media planning tools such as Adobe Photoshop, Adobe Lightroom, Adobe Premier Pro, Canva, Hootsuite, Facebook Insights, and Microsoft Office.
- Demonstrates exceptional interpersonal, written, and oral communication skills to effectively collaborate when working on projects and programs in an organized and efficient way.
- Skilled in event ideation and facilitation, contributing to the planning and successful execution of various large-scale events and programs, while using data to evaluate and improve programming effectiveness.

EDUCATION

Texas A&M University-San Antonio, San Antonio, Texas
Master of Business Administration, May 2024

Texas A&M University-San Antonio, San Antonio, Texas
Bachelor of Business Administration in Marketing, May 2021

Palo Alto College, San Antonio, Texas
Cosmetology License, December 2022

EXPERIENCE

Texas A&M University-San Antonio

Assistant Director, New Student Orientation / June 2025 - Present

- Plan and implement First-Year New Student Orientation programs for incoming students, creating engaging educational sessions, campus tours, and transition experiences that support student success and sense of belonging.
- Manage orientation operations by overseeing registration logistics, coordinating room reservations, staffing schedules, materials setup, catering, and vendor partnerships to ensure smooth program execution
- Support Transfer and Early College High School Orientations, Family Orientations, JagX, Transfer Week, and other signature Student Engagement programs through program execution, assessment, and cross-campus collaboration to enhance student success and engagement.

San Antonio Ready to Work Success Coach / December 2022 - Present

- Manage a diverse caseload of 80-100 participants, providing individualized coaching, mentoring, and career guidance while ensuring successful completion of training programs.
- Successfully coordinate over 25 student-focused outreach events annually, collaborating with university departments and external partners to support student success.
- Support program operations, including financial aid processing, emergency funding management, and data quality control, ensuring compliance with institutional and city-wide guidelines.

Communication Specialist / September 2021 - December 2022

- Managed digital marketing and student engagement strategies for the Division of Student Affairs, ensuring effective communication of student resources, programs, and events.
- Created and managed social media content, graphics and videos to highlight the student experience, increasing engagement and awareness.
- Tracked and analyzed digital marketing performance using key performance indicators to improve outreach strategies.

New Student Orientation Intern Coordinator / July 2021 – August 2021

- Assisted with planning, developing, and implementing New Student Orientation programs serving over 1,000+ incoming students.

- Collaborated with the Office of New Student Programs and university departments to enhance onboarding processes for Transfer Assemblies and Family Orientation.

Student Coordinator – Student Engagement / January 2018 – May 2021

- Contributed to the planning and execution of university wide events under New Student Orientation, such as JagX, Transfer Orientation, and Family Engagement programming, to enhance and ensure a smooth transition for incoming students and families.
- Assisted in hiring and training Orientation Leaders and Peer Mentors working in orientation and student engagement programs, ensuring they were equipped with skills to support new students.
- Collected, analyzed, and reported assessment data to improve program effectiveness and student engagement strategies.

CERTIFICATIONS

Clifton Strengths Champion – March 2025

Google Ads Search Certification - March 2024

Google Ads Display Certification - March 2024

Google Analytics Individual Qualification - March 2024

Social Media Marketing (Hubspot Academy) - May 2024

Hootsuite Platform Certification - November 2019

VOLUNTEER EXPERIENCE

Student Organization Advisor, The Influencer Club

Western Heritage Committee Weekend, San Antonio Rodeo and Stock Show

Future Jaguar Day

JagChats with Esperanza Hall and Estrella Hall