

Kimberly Andrade

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EDUCATION

The University of Texas at Austin

Expected May 2025

B.S. in Communication and Leadership, Moody College of Communication
Bridging Disciplines Certificate in Digital Arts and Media
Documentary Photography Storytelling in Ireland (May 2024)

PROFESSIONAL EXPERIENCE

Editorial and Digital Media Intern

EASTside Magazine

January 2025 - Present

- Write articles that promote local businesses in order to grow the network of the magazine as well as publish informational, entertaining stories for our readers.
- Manage the communication between advertisers and the magazine through punctual and professional forms of communication.
- Create web and social media posts that will attract younger audiences to the publication.

Sales Associate

In-N-Out

February 2024 - Present

- Collaborate with team members to meet high-demand periods and contribute to the store's overall performance.
- Upsell and recommend products based on customer preferences, contributing to increased sales.
- Handle customer complaints and concerns promptly and professionally, resolving issues to ensure customer satisfaction.

Video Student Technology Assistant

Liberal Arts Instructional Technology Services – Austin,

February 2024 - Present

- Oversee the production of live and pre-recorded classes, ensuring technical quality and smooth execution.
- Edit and enhance footage for university events and class recordings, ensuring content meets university branding and visual standards.
- Serve as a production assistant and camera operator for field shoots, contributing to the successful completion of multiple multimedia projects.

Communications Assistant

University of Texas at Austin Division of Student Affairs – Austin, TX

January 2023 - December 2023

- Captured key moments at university events through photography and videography, documenting campus life and student engagement.
- Edited and polished photographs and videos to ensure high-quality visual content for internal and external communication.
- Designed and created engaging social media posts to promote the Division of Student Affairs' programs, increasing visibility and engagement with university services.

Sales Associate

Smoothie King – Laredo, TX

March 2021 - July 2021

- Delivered exceptional customer service by taking orders, preparing smoothies, and answering product-related questions, resulting in positive customer feedback and repeat business.
 - Maintained a clean and organized work environment, ensuring compliance with food safety standards and health regulations.
 - Handled cash register transactions and processed payments accurately, balancing the register at the end of each shift.
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CAMPUS INVOLVEMENT

Photographer

SPARK Magazine — Austin, TX

September 2024 - Present

- Lead creative photoshoots in collaboration with hair and makeup artists (HMUAs), models, stylists, set designers, and videographers, aligning visual concepts with the magazine's theme and editorial vision.
- Produce high-quality, captivating images for both print and digital platforms, contributing to the magazine's reputation for dynamic, engaging visuals.
- Ensure a smooth photoshoot process, coordinating logistics and maintaining an efficient workflow in a fast-paced environment.

General Reporter (Video Department)

The Daily Texan — Austin, TX

January 2024 - Present

- Pitch compelling story ideas and produce video content for the publication's YouTube channel and website, contributing to a growing audience base.
- Write, shoot, and edit on-location video reports, ensuring high journalistic standards and creative storytelling.
- Collaborate with editors and reporters to ensure timely publication of videos, helping the team maintain a consistent and engaging content schedule.

Writer

BurntXOrange Magazine — Austin, TX

October 2023 - Present

- Write in-depth articles exploring the culture, lifestyle, and unique aspects of life in Austin, providing readers with engaging, well-researched content.
- Conduct interviews with local figures, gathering unique perspectives and insights that enrich editorial content.
- Contribute to the magazine's growth and readership by producing shareable and timely pieces that highlight local trends, events, and personalities.

Broadcast Associate

September 2023 - May 2024

Good Morning Longhorns — Austin, TX

- Pitch, script, film, and edit news stories for live broadcast, covering a range of topics from campus news to national events, ensuring timely and accurate content.
- Collaborate with producers, anchors, and reporters to deliver a polished and engaging live broadcast.
- Utilize strong editorial judgment to select stories that resonate with the university audience, contributing to the program's viewership and reputation.

SKILLS

Adobe Suite: Photoshop, Lightroom, Premiere Pro, After Effects, InDesign, Illustrator

Other Tools: Canva, Microsoft Word, Excel, PowerPoint, Miti Video Playback Software, Stream Deck, Blackmagic Camera Control Panel

Language: Proficient English, Intermediate Spanish

Social Media: Instagram, Facebook, Twitter, Flickr, Tumblr

Writing: AP Style