

Regan Price

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SUMMARY OF QUALIFICATIONS

- Designed 75+ graphics for digital and print, including social content and event collateral
 - Increased Instagram engagement by 15% and followers by 6% for a student organization
 - Strong communicator and collaborator with an eye for layout and visual storytelling
 - Google Ads certified; basic knowledge of search engine optimization and analytic tools
 - Proven ability to translate brand goals into clear, compelling content
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SKILLS

Adobe Creative Suite ▪ Canva ▪ Google Ads & Analytics ▪ SEO Basics ▪ Social Media Strategy ▪ Graphic Design ▪ Video Editing

EDUCATION

Texas State University - San Marcos, TX

B.S. in Advertising, Minor in Psychology - Expected August 2025

- Dean's List, Fall 2024 | GPA 3.0
 - Relevant Coursework: Digital & Online Media, Account Planning, Creative Thinking, Media Planning, Ad Campaigns, Ad Copy & Layout, Power of Branding, Advanced Portfolio
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EXPERIENCE

Social Media Intern

Nov 2024-Jan 2025

S'Well The Agency

- Develop and manage engaging content for S'well the agency's Instagram account, targeting growth in followers and post engagement.
- Analyze performance metrics to optimize content and increase engagement rates across platforms.
- Ensure consistency in brand voice and aesthetics across all social media content.

Marketing Intern

May 2024-Aug 2024

ROAR! Internet Marketing

- Designed over 30 digital graphics and short-form videos across Instagram, LinkedIn and Facebook for 3 clients
- Conducted competitive analysis and keyword research
- Assisted with SEO strategy, performing audits and keyword research that contributed to improved page rankings

Social Media Officer

Aug 2022-Aug 2024

Texas State University Competitive Cheer

- Managed Instagram and TikTok, boosting followers by 15.4% and engagement by 60%
- Produced 30+ original posts, highlight reels, and event graphics

Content Creation Intern

Feb 2024-Mar 2024

CampusReel

- Produced scripts and visuals for virtual tours viewed by 10,000+ prospective students
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ACTIVITIES

Graphic Design Team Member

BOKO Marketing Agency

Aug 2024-Jan 2025

- Contributed to team layout decisions and design strategy for digital campaigns
- Increasing engagement of Instagram account by 5%