

Art Benavidez

PROFESSIONAL EXPERIENCE

New Image Marketing Agency (World Car San Antonio),
Managing Editor, Sept. 2014-present

- Disseminated technical information from original equipment manufacturer into layman's terms
- Wrote features, in English and Spanish, on cars, auto-related trends and customer/employee profiles.
- Budgeted \$5,000 monthly Facebook ad for 10 dealerships through various campaigns/ads.
- Reviewed overs 100s of campaigns in depth from all industries and met monthly with GMs to discuss results and future endeavors.
- Focused on SEO words when writing and uploading content.
- Controlled, and wrote, for social media sites through Facebook, Twitter and Google Plus through organic, fluff and paid advertising to produce engagement, leads and engaged shoppers. Responded to customer messages/inquiries. Increased followers.

Snyder Daily News, Reporter, Aug. 2013-Sept. 2014

- Breaking news (fire, shootings, death, crashes, etc.)
- In-depth Features
- Artwork (photos)
- Sent pages to print via InDesign
- Covered county meetings
- Covered local events
- Covered police blotter
- Familiar with police and fire code while listening to scanner
- AP style writer, WordPress, Promo, Sprout Social, etc.

SouthEdge Magazine (www.southedgemag.com) April 2012-April 2014, Freelance Reporter, Brownsville, Texas

Men's Rio (www.mensrio.com) Freelance Reporter, McAllen, Texas November 2012-Jan. 2014 Freelance Reporter

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EDUCATION

University Texas Pan-
American (now UTRGV)
January 2001- May 2005
Bachelor of Arts degree in
Journalism
Minor in English

SKILLS

Devices: MAC computers,
PC computers, copiers,
smartphones, printers

Software: Microsoft Office
(Word, Excel, PowerPoint,
Outlook), Adobe Creative
Suite (InDesign,
Photoshop, Illustrator),
iMovie, Soundslides,
Sound Studio, Google
Analytics, Google Drive,
WordPress, Cobalt,
Weebly

Social Media: Facebook,
Twitter, You Tube,
Tweetdeck, LinkedIn,
Instagram, Google+
Knowledge of AP &
Yahoo Style Guides

- Extreme sports
- Dining
- Bios
- Killer Bees articles (Hockey)
- Fantasy football
- Fishing

The Monitor (Rgvsports.com), 956Sports.com Freelance Reporter, McAllen, Texas. February 2012-Sept. 2012

- Dining
- Covered girls and boys high school sports within a two-hour deadline after event was held
- Soccer
- Softball
- Baseball
- Track

MPC Studios Inc., Writer, Harlingen, Texas. October 2009-January 2010

- Hired for a three-month work on a Rio South Texas project
- Wrote press releases for businesses, economic and social clients
- Wrote Search Engine Optimization (SEO's) for clientele web sites
- Wrote blogs, newsletters for business, economic clients
- Wrote web site content for various business and political clientele

Mid-Valley Town Crier, Sports Editor, Weslaco, Texas. August 2005—August 2006

- In charge of deciding what local sport stories were crucial to paper's sports' section
- Brought in NFL column to Sports page
- Worked on several stories from Mexico
- In charge of bringing insight to winter Texan stories from the Mid-Valley

- Worked local city council meetings

WORK EXPERIENCE

McAllen Independent School District, Substitute Teacher, McAllen, Texas. November 2007-April 2011

- Worked with special needs children (autistic)
- Tutored children after school
- Implemented lessons at all grade levels within the McAllen public education system

REFERENCES

Howard Marks
Director of Library Services
University Texas Permian-Basin
(214) 794-4755

Gabriel Moralez
Assistant Professor
UTRGV
(956) 320-2458

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