

Photography Freelance Website: <https://isabellescreative.isabellecantu.com/> Portfolio: <https://kxp14.myportfolio.com/>

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Isabelle Cantu

EXPERIENCE

- Graphic Designer - Bazaar (Restaurant and Bar)** **July 2026 - Present**
Designed over 30+ social media graphics and promotional content using graphic design and content creation to develop on-brand content aligned with Bazaar's brand identity, events, promotions, and social media trends.
- Social Media Intern - National Appraisal Partners** **July 2026 - Present**
Redesigned two marketing pamphlets for prospective clients and developed a cohesive brand kit to strengthen the company's visual identity. Created branded social media content while supporting consistent messaging across platforms. Participated in SEO strategy meetings and applied SEO-focused practices to social media captions and articles.
- Content Creator, Center for Innovation and Entrepreneurship - Texas State University** **June 2025 - Present**
Designed official TXST CIE marketing collateral, garnering **\$100k** in donations from investors. Created content (posts/stories) in collaboration with marketing coordinator. Lead to a **79%** increase in Instagram followers over the course of one semester. Created logos and graphics for use in promotional material.
- Multimedia Editor - The University Star** **Oct. 2024 - May 2026**
Created **over 30** interactive photo galleries on website. Photographed major politicians and sport events. Assisted in leading team meetings, ensured coverage/editing of various newsworthy events around TXST and San Marcos. Promoted to multimedia assistant in May 2024 and to multimedia editor in 2026.
- Communication and Creative Intern - Rhodes** **June 2025 - July 2025**
Curated marketing emails and blog posts, designed graphics, photographed events, and created social media reels to support brand visibility. Gained hands-on experience in marketing strategy by shadowing during corporate meetings, helped prepare social media kits for campaign launches.
- Marketing Assistant International Affairs - Texas State University** **Sept. 2024 - May 2024**
Produced reels, student testimonials, and international-facing flyers/branding. Led social media strategy by creating content calendars, launching initiatives like creating/maintaining a marketing Notion, and developing brand-consistent media. Grew Instagram following by **33%**, content was reposted by official university and presidential accounts.

SKILLS

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|---|-----------------|
| • Digital Photography, Short-form Video | • Beginner HTML |
| • Adobe Lightroom, InDesign | • AP Style |
| • Social Media: Meta Business Suite, X, LinkedIn, TikTok, Facebook, Instagram | • Mailchip |
| • Microsoft Office Applications Word, Powerpoint, Drive | • Hubspot |
| • Adobe Suite, Canva | • Camayak |
| | • Slack |
| | • Capcut |

EDUCATION

Texas State University | Public Relations & Digital Media and Innovation Major, Business Administration Minor

REFERENCES

Teresa Quinn, Director of the Texas State Center for Innovation and Entrepreneurship, (605) 265 0882, quinnt@txstate.edu

Kendall Perkinson, Program Coordinator of the Texas State Center for Innovation and Entrepreneurship, (512) 466 2999, kendallperkinson@txstate.edu