

Salvador J. Vargas IV

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Education

University of Texas at El Paso

Bachelor's Degree GPA 3.7

Cum Laude Graduate in Psychology & Communications

Relevant Courses: Mass Media & Society. Public Speaking. Public Relations. Communication Studies/Theory/Analysis. Professional Development. Principles of Advertising. New Media Advertising. Judgment & Decision Making. Statistical Methods. Gender & Pop Culture.

El Paso, TX

May 2021

El Paso Community College

Associate's Degree in Psychology

El Paso, TX

June 2018

Barnes & Noble Scholarship recipient 2016-2018. El Paso Pride Scholarship recipient 2018. Europe study abroad: coursework in Psychology. Relevant Courses: Writing for PR & Corporate Communications. Psychology of Personality. Social Psychology. Statistics & Research Design. Government & Politics. Math in the Modern World. Philosophy Ethics. Fundamentals of Effective Speech.

Experience

The University of Texas at El Paso

El Paso, TX

Marketing Intern & Event Supervisor

Feb 2022 - Aug 2024

Supervise events at Magoffin Auditorium & Don Haskins. Create venue house breaks for upcoming concerts and events on Ticketmaster Enterprise. Coordinate event day logistics including, but not limited to, security staffing, custodial staffing, and ticketing. Point of contact for customer service issues. Acted as a liaison for the event promoter. Assemble/disassemble promotional event materials and equipment. Direct photographers and other event personnel. Post promotional videos and digital content onto social media platforms. Media-buy data entry.

Lowbrow Palace

El Paso, TX

Staff Member

Sept. 2022 - Aug 2024

Print and sell tickets at the venue box office. Scan tickets at doors and manage guest list check-ins. Cashier, stock, and record sales at merchandise booth. Verify and check in guests for artist meet and greets. Post & document promotional flyers at local businesses (Street team).

Live Nation

El Paso, TX

VIP Assistant (Contract)

Feb 2022 - Aug 2024

Assist in managing VIP guest experiences. Assemble VIP merchandise packages. Verify and check in VIP guests. Facilitate artist meet & greets. Assemble and distribute lanyard credentials. Direct and inform VIP crowds.

NAMI El Paso

El Paso, TX

Program Coordinator

Feb 2021 - Dec. 2021

Schedule, coordinate, and present NAMI programs to create community awareness of mental health resources. Use marketing strategies via email and social media to increase organization memberships and event attendance. Use a rotating volunteer list to recruit speakers and schedule teachers for programs. Create presentations and meetings for remote members. Record and submit post-meeting data (attendees, graduates, volunteers, times & dates, location) via board reports. Create and administer post-surveys to improve programs.

NAMI El Paso

El Paso, TX

Public Relation Intern

Sept. 2020 - Feb. 2021

Create weekly social media campaigns on Twitter & Instagram. Write for the NAMI El Paso Blog. Assisted with 35th-year anniversary branding (networking with journalists and collecting graphic designer quotes). Curated fundraisers such as "Bake the Stigma," a bidding event on local decorative cakes. Develop informative promotional materials, flyers, and press releases for school/corporate/media outreach.

Michael's

El Paso, TX

Sales Associate

Aug. 2017 - July 2018

Provided customer service to increase sales. Kept inventory and stock of items. Built/disassembled displays. Assist/greet people on the sales floor. Cleaned and recovered the store. Cashiered when needed.

Skills & Interests

Technical: Microsoft Word, Excel, Canva Pro, MailChimp, Buffer, Apple/Adobe editing software and applications, Social Media (X, Instagram, Facebook, YouTube, TikTok).

Certifications: IAVM Crowd Manager Certified 2022. NCBH Mental Health First-Aid Certified 2021.

Interests & Hobbies: Philanthropy. Art History. Hiking. Crafts. Run/Walk events.