

Brandon Alaniz

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Professional Summary

Creative PR & Digital Marketing Specialist with experience in public relations, content strategy, video production, and social media. Skilled in campaigns that boost engagement, strengthen brand identity, and deliver measurable results.

EXPERIENCE

George H.W. Bush Presidential Library & Museum

November 2024 – July 2025

Public Relations & Marketing Assistant

College Station, TX

- Produced 20+ videos, including a documentary narrated by former White House Chief of Staff Andy Card.
- Executed 5+ integrated marketing campaigns and wrote 10+ press releases, driving event and exhibit attendance.
- Boosted engagement by 25% by optimizing content calendars and posts on Instagram, Facebook, and X.
- Designed branded print and digital promotional materials to ensure consistent messaging.

Texas A&M Department of Communication & Journalism

August 2024 – May 2025

Undergraduate TA for Comm 340 and COMM 375

College Station, TX

- Supported instruction for 100+ students across two communication courses.
- Facilitated discussions on digital communication practices and organized guest speaker sessions.
- Streamlined course operations on Canvas, improving response times and resource accessibility.

Nexstar Media Group

June 2024 – July 2024

Digital Content Intern for KVEO NBC 23 / CBS 4

Harlingen, TX

- Published 10 digital news articles and co-wrote on-air scripts using WordPress.
- Filmed and edited video packages for broadcast and online, covering breaking news like Hurricane Beryl.
- Helped coordinate the assignment desk and tailored social media content for Millennial and Gen X audiences.

Texas A&M Game Developers

March 2023 – May 2025

Public Relations Officer

College Station, TX

- Led rebranding initiative, creating a new logo and brand kit that modernized the organization's image.
- Boosted engagement 15% across social platforms with original video content and event promotion.
- Coordinated digital campaigns and community events to increase member participation.

Game Ping

October 2022 –

Founder

Online

- Established gaming news brand Game Ping, producing 40+ videos on industry trends across platforms.
- Grew viewership by 120% through targeted content and channel optimization.
- Managed the channel as a side project, developing skills in running a large-scale creative initiative while balancing other content-heavy professional roles.

EDUCATION

Texas A&M University

August 2021 – May 2025

Bachelor of Science in Telecommunication Media Studies

College Station, TX

Minor in Science Fiction and Fantasy Studies

GPA: 3.47

Honors: Dean's Honor Roll (4x), Distinguished Student (4x)

Organizations: Texas A&M Game Development, PRISM (PR, Influencing, & Social Media)

CERTIFICATIONS & SKILLS

Certifications: Content Marketing, Social Media Marketing, Google Analytics

Skills: Marketing Strategy, PR Writing, Video Production, Brand Management, Content Creation, Campaign Planning

Tools: Adobe Premiere Pro, Photoshop, Illustrator, Canva, WordPress, Hootsuite, Google Workspace, MS Office Suite