

Brandon Alaniz

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PROFESSIONAL SUMMARY

Creative PR & Digital Marketing Specialist with experience in integrated marketing communications (IMC), public relations, content strategy, video production, and social media. Skilled in developing cohesive, multi-channel campaigns that boost engagement, strengthen brand identity, and deliver measurable results.

WORK EXPERIENCE

George H.W. Bush Presidential Library and Museum

November 2024 – July 2025

Public Relations and 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 102% by managing content calendars and posting on Instagram, Facebook, and X.
- Designed branded print and digital promotional materials to ensure consistent messaging.

Texas A&M Department of Communication and 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 5 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 150% across social platforms with original video content and event promotion.
- Coordinated digital campaigns and community events to increase member participation.

Game Ping

October 2022 –

Content Creator

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, building skills in leading large creative initiatives alongside other 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, Video Production, Brand Management, Content Creation, Social Media Strategy, Campaign Planning

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