

# SASHA KALINIA

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## EDUCATION

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**University of Texas – Austin, TX**

**Advertising, Moody College of Communication Austin, TX**

May 2027

- Minor: Foundations of Business
- Texas Media & Analytics Sequence
- GPA: 3.92

## EXPERIENCE

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**Texas Student Media – Student Media Specialist; Austin, TX**

September 2024 - Present

- Oversee the Student Influencer Program, messaging influencers and facilitating client-student collaborations; navigated communication barriers and time-sensitive deadlines to achieve client objectives, successfully generating revenue for the organization.
- Create recap slides for Student Influencer posts, summarizing performance and outcomes for clients.
- Work collaboratively on a team to grow Texas Student Media’s social media presence, driving increased engagement and follower growth.
- Collaborate with teammates to ideate content strategies, capture photo/video assets, and schedule posts through a digital content calendar.
- Contributed to a social media post that earned 60K views, 1,000+ likes, and nearly 1,000 shares, boosting Texas Student Media’s visibility and engagement.
- Played an instrumental role in promoting UT Marketplace, a \$260K+ campus event that drew over 20,000 students; interfaced with paying clients and led successful digital promotion efforts.

**Digital Marketing Assistant – Houston, TX**

June 2022 – April 2024

- Product Photography and Photo Editing
- Uploaded blogs and pictures to WordPress Websites
- Search Engine Optimization for WordPress Websites

**Desroches Partners – Tax Intern; Houston, TX**

January 2023 – August 2023

- Managed high volumes of tax documents during busy season by sorting, scanning, and filing them on time.
- Kept digital files consistent by fixing orientation, adding bookmarks, and organizing folders
- Helped CPAs with small projects, balancing multiple tasks and learning to manage time effectively

## CERTIFICATIONS

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**Digital Marketing Science**

- Completed a 10-week, industry-led program gaining skills in analytics, ad strategy, and email marketing through live mentor sessions.

**Google Analytics**

- Gained experience in setting up analytics, collecting data, and using reports to track marketing performance.

**Google Ads Search**

- Learned to build and optimize search campaigns, using automation to improve performance and support marketing goals and budgets.

## HONORS

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- Moody College Dean's List Fall 2024 - Spring 2025
- CMBAM Best Social Media Promotion Honorable Mention November 2025
- Scholastic Art Honorable Mention Award February 2023
- ATPJ Honorable Mention Award December 2022
- Photography Award of Merit Fall 2022

## ADDITIONAL INFORMATION

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**Computer Skills:** Adobe Photoshop, Lightroom

**Social Media:** Instagram, TikTok, LinkedIn, Pinterest

**Interests:** Data Analytics, Social Media Trends, Photography, Organization