

Stevie Viero



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[LinkedIn](#)

Driven and detail-oriented graduate from the University of North Texas with a Bachelor's in Advertising & Brand Strategy and a minor in Communication Studies. Skilled in managing client relationships, coordinating projects, and providing strategic insights. Focused on supporting creative processes and delivering impactful, data-driven brand solutions.

Skills

Project Management | Adobe Proficiency | Photography | Research | Graphic Design | Data Analysis

Education

Bachelor of Science in Advertising and Brand Strategy –2022-2024

Minor in Communications

University of North Texas, Denton, TX

Organizations: Ad Club, UNT Chapter of the Wildlife Society

GPA: 4.0

Summa Cum Laude

UNT Excellence-Deans Scholarship

Dean's List 2022-2024

Associate's degree in Arts and Humanities – 2018-2022

Odessa College, Odessa, TX

GPA: 3.9

Summa Cum Laude

President's Honor Role

Certifications

AI-Powered Performance Ads Certification | Google Ads Search Certification | Google Ads Measurement Certification

Professional Experience

Nike Spec | Lowtown Studios

2024

Production Assistant

- Organized equipment and props for efficient use during the shoot.
- Prepared detailed call sheets for a team of 15+ crew members, ensuring clear communication.
- Managed shoot timelines effectively, adhering to schedules and adjusting for delays.

Strategic Media Plan | Minty Barber

Project Manager + Strategist

2024

- Managed the project timeline, ensuring all deliverables were completed on schedule.
- Analyzed target audience segments, utilizing academic databases.
- Allocated a \$1,800 budget effectively and optimizing resources.
- Selected media channels to match audience preferences and campaign objectives.

Valentine's Day Campaign | Sweet Emilia's

2023

Creative Director + Graphic Designer

- Consulted creatively with the client to understand design needs and brand preferences.
- Designed and created ads for various online channels using Adobe Creative Suite.
- Conducted market research on competitors and audience preferences to inform design choices.
- Developed ad strategies, integrating design concepts with marketing goals.

Violence Against Women PSA | University of North Texas

2023

Researcher + Project Manager

- Developed impactful strategies, focusing on clear messaging and audience engagement.
- Coordinated production efforts across a team of 8 to ensure timely and effective execution.
- Provided feedback on art and design to ensure support of the campaign's message.
- Analyzed research data to align campaign strategies with target audience needs.

Employment History

SWOOP Advertising Agency | Denton, TX

2024

Strategist

- Analyzed industry trends and consumer behavior
- Developed and executed tailored advertising strategies
- Guided creative and account to ensure cohesive campaign success
- Lead the creation of digital advertising campaigns
- Assessed competitive landscape to identify growth opportunities

University of North Texas | Denton, TX

2022-2023

Computer Lab Assistant

- Strategically provided technical support
- Overlooked computer lab resources
- Maintained accurate records of usage
- Assisted lab supervisors and academic staff
- Enforced lab policies and ensured a productive environment