

Armando Garcia

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Education

Bachelor of Science in Advertising | Minor in Public Relations | University of Illinois, Urbana-Champaign | Champaign, Illinois | May 2026

Certifications

HubSpot Academy Email Marketing Certification | December 2025

Skills

Hard skills

- Proficient with Adobe Photoshop and Canva
- Experience with Adobe Illustrator and Premiere Pro
- Some experience with WIX and WordPress

Soft Skills

- Effective team collaboration and communication
 - Adapt well under high-pressure situations
 - Quick problem solver
 - Effectively communicate in brand voice/tone
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Experience

Freelance Copywriter and art director

- Good Judy's Espresso and Bagel Bar
 - o Create social media graphic templates for Business Instagram and Facebook

Course work

- Charles H. Sandage Department of Advertising | September 2025 – December 2025
 - o Create content for the department (copy for brochure, social media posts, department tagline)

Misc. experience

- Di Pescara | Buser | May- August 2025, June 2026 - Current
 - o Work in a fast-paced, high-pressure environment
 - o Communicate efficiently with front and back of house to provide a great guest experience
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Extracurriculars

AAF at Illinois

- Pangea (Formerly DEI) Social media copywriter | September 2024 – December 2025
 - Create copy across all socials and certain events
 - o Written content surround's themes of diversity, equity, and inclusion.
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Languages

- Proficient in Spanish and English
- Novice in French