

# ANDRES ESCOBAR

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## EXPERIENCE

- 2013 – Present** — **Co-Founder, Regional Manager, Graphic Designer, Sales | The Spanish Times newspaper**
- Established an editorial to inform the growing Spanish-speaking community in Salt Lake City & Florida.
  - Consult and advise clients who advertise with the newspaper.
  - Increased monthly sales revenue to pay for printing and delivery.
  - Coordinate with the printing company and delivery trucks to ensure proper circulation.
  - Assemble and design the newspaper fortnightly.
- 2012 – Present** — **Student Admissions Representative | Westminster College**
- Advocate campus, academics, classes, and tuition benefits to potential students and their families.
  - Perform logistics and background tasks in order to facilitate student admission.
  - Travel to other areas or schools representing Westminster College and its brand.
- Feb – April 2016** — **Product Marketing Consultant | Rico Brand Foods**
- Perform market research on company products in Utah and in target expansion states.
  - Strategize an integrated marketing campaign to carry brand and message to new customers out of state.
  - Formalize a compilation of research and strategy methods to present to company.
- 2013 – Present** — **President | Latin@ Club at Westminster College**
- Organize events on and off campus that promote minority presence in higher education.
  - Inform students interested in learning about Latino/a culture.
  - Travel to Title I Schools in order to promote the importance of college and answer student questions.
  - Accomplish hours of community service with; Esperanza Elementary, East High, Planned Parenthood.

## SERVICE LEARNING

- January – April 2015** — **Lead Designer, Team Collaborator | Master of Strategic Communication (MSC) marketing at Westminster College**
- Lead and assisted in marketing research of personas for the MSC graduate program.
  - Brainstorm methods and deliverables for effectively communicating program directly to the audience.
  - Created an integrated marketing campaign including the use print/radio ads, hash-tags, and delivery outlets.
  - Designed all printed material including brochures and ads that would run in publications.
  - Constructed a Creative Strategy Brief to present to MRM//McCann critiques and Westminster College clients in order to advance with projects and strategies.
- 2012 – 2013** — **Co-Founder, Public Developer | ASOCOEX, non-profit (Associated Colombians in the Exterior)**
- Helped found Asocoex, advancing the non-lucrative goals towards uniting Colombians in the Wasatch Valley.
  - Advanced the means to raising money to donate to fellow minority students.
  - Assisted in planning organization events including hosting the Colombian consulate from San Francisco.
- 2015 – Present** — **Intern/Board Member | Utah Classical Guitar**
- Researched the target audience and market.
  - Explored with dissemination tools on organization web page and Facebook to reach audience.
  - Created a marketing ground to promote organization, led to an increase in event attendance and ticket sales.
  - Designed posters as deliverables that spread around Westminster Campus and Sugar House.

## EDUCATION

**Westminster College | Salt Lake City, Utah**  
Bachelor of Arts in Communication

Spanish | English | Beginning Arabic