

Indiana Silva Patino

Lubbock, TX | (469) 499-6561 | indianasilvapatino@gmail.com

EDUCATION & CERTIFICATIONS

Texas Tech University | Lubbock, TX

Bachelor of Arts in Advertising
Creative Media Industries Minor

Exp. May 2026
GPA: 4.0

Dallas Community College | Dallas, TX

Associate of Arts
Certificate in Digital Media Technology – Digital Photography/Video

August 2024
May 2023

HONORS & AWARDS

- Texas Tech University | Fall 2025 President's Honor List Recipient
- Texas Tech University | Spring 2025 President's Honor List Recipient
- Texas Tech University | Fall 2024 President's Honor List Recipient
- Goin' Band from Raiderland | 2024 Outstanding Rookie of the Year Recipient

EXTRACURRICULAR EXPERIENCE

Oct. 2025 – Present	Association for Women in Communication Active Member	Lubbock, TX
Oct. 2025 – Present	American Advertising Federation Active Member	Lubbock, TX
Aug. 2024 – Present	Tech Advertising Federation Active Member	Lubbock, TX
Aug. 2024 – Present	Goin' Band from Raiderland Colorguard and Content Team Member	Lubbock, TX

RELEVANT WORK EXPERIENCE

Dec. 2025 – Present	The Matador E-Commerce Marketing Assistant • Manage website updates including product uploads, descriptions, and SEO optimization. • Assist with social media platforms and collaborate with the marketing manager. • Assist on the sales floor by processing POS transactions, handle cash, and communicate effectively with team members and management.	Lubbock, TX
Mar. 2025 – May 2025	Townsquare Media Intern • Gained foundational understanding of the radio industry, sales, and advertising strategies. • Worked closely with sales representatives in the sales process, including prospecting, pitching, negotiating, and closing deals. • Assisted in promoting Townsquare Media events alongside media and marketing representatives.	Lubbock, TX
Jun. 2023 – Jul. 2024	Nationwide Studios Photographer • Captured high-quality photographs for children ranging from daycare to high school. • Provided a comfortable environment for younger children which decreased shoot time. • Coordinated with clients and technicians before, during, and after shoots to ensure a positive experience.	Richardson, TX

SKILLS SUMMARY

Language: Fluent in Spanish

Software: Adobe Photoshop, Adobe Lightroom, Adobe Premiere Pro, Microsoft Suite