

Pedro Amado

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PROFESSIONAL PROFILE

Advertising graduate with hands-on experience in social media strategy, content creation, integrated campaign development, audience research, and visual storytelling. Built a combined audience of more than 17,000 followers across TikTok and Instagram through original content and consistent brand development. Experienced in combining creative concepts with marketing strategy, analytics, and customer-focused communication. Bilingual in English and Spanish.

Highlights: 17,000+ combined followers | 250+ original content pieces | Three Create Texas exhibitions | Commissioned artwork valued up to \$2,500

EDUCATION

University of Texas at Arlington

Bachelor of Arts in Advertising

Arlington, TX

Graduated 2026

Collin College

Associate of Arts in Liberal Arts

Plano, TX

Graduated 2024

PROFESSIONAL EXPERIENCE

Studio Artist / Designer

2025 – Present

Create Texas

Arlington, TX

- Create original artwork, commissioned pieces, and visual content for exhibitions, events, and client projects
- Participated in three exhibitions and supported the planning, installation, and promotion of gallery events
- Completed commissioned artwork, including a project valued at \$2,500, while communicating with clients throughout the creative process
- Collaborate with artists and studio leadership on promotional materials, branding, and community-focused creative initiatives

Barista

October 2022 – Present

Starbucks

Dallas-Fort Worth, TX

- Deliver fast, accurate, and personalized service while coordinating with team members in a high-volume retail environment
- Build customer relationships, resolve service concerns, and manage competing priorities during peak business periods
- Create hand-illustrated cup designs and seasonal chalkboard artwork that strengthen customer engagement and the in-store experience
- Produce original short-form content featuring hand-illustrated Starbucks cup artwork for a combined TikTok and Instagram audience of 17,000+ followers

Lifeguard / Lifeguard Instructor

September 2018 – September 2022

Oak Point Recreation Center

Plano, TX

- Monitored patron safety, responded to emergencies, and maintained facility safety and operational standards
- Led lifeguard certification courses and trained participants in rescue techniques, emergency response, and safety procedures

SELECTED MARKETING PROJECTS

Theatre Arlington Integrated Campaign | *Research, Media Planning, Creative Strategy*

2026

- Led the organization of a six-person team developing a 44-page integrated advertising campaign
- Created audience personas, SWOT analysis, media recommendations, content calendars, budget planning, and campaign assets
- Developed recommendations designed to increase nonprofit awareness, attendance, donations, and community engagement
- Led portions of the final presentation and coordinated the visual organization of campaign materials

Personal Social Media Brand | *TikTok, Instagram, Content Strategy*

2025 – Present

- Built a combined audience of 17,000+ followers across TikTok and Instagram through original art and short-form content
- Produced more than 250 pieces of content while testing hooks, formats, posting times, hashtags, and audience calls to action
- Developed a recognizable content series centered on hand-illustrated Starbucks cups, art reveals, and creative process videos

The Blök Climbing Gym Campaign | *Social Media Strategy, Design, Video*

2026

- Developed a \$250 social media campaign supported by audience research, SWOT analysis, and a structured content calendar
- Created two short-form videos and two promotional posters designed to build awareness and encourage audience participation

SKILLS

Marketing: Social Media Strategy, Content Creation, Campaign Planning, Audience Research, Branding, Content Calendars, Creative Briefs, Customer Personas, Copywriting, Community Engagement

Creative: Illustration, Visual Storytelling, Graphic Design, Photography, Short-Form Video, Presentation Design

Tools: Canva, CapCut, Adobe Premiere Pro, Photoshop, Google Analytics, Microsoft Excel, PowerPoint, WordPress, Microsoft Office

Languages: English and Spanish

CERTIFICATIONS

Google Data Analytics Professional Certificate | HubSpot Social Media Certification | Adobe Certified Associate: Digital Video Using Adobe Premiere Pro | Microsoft Copilot for Microsoft 365 | IBM Generative AI: Prompt Engineering Basics