

# Bryan Omodon

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## EDUCATION

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**The University of Texas at Austin**, Austin, Texas  
*Bachelor of Science in Public Relations*. GPA: 3.8

May 2026

**Relevant Coursework:** Statistics, Integrated Brand Communications, Advertising, Marketing, Advertising Media Planning

## PROFESSIONAL EXPERIENCE

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**Movability; Marketing and Outreach Intern** - Austin, TX July 2024 – Present

- Contributed to a 6% increase in engagement with Movability's online content through targeted marketing strategies
- Collaborated with multifunctional teams to provide support in various project management functions.
- Supplied administrative, technical and public relations support to the Programs department.

**Beats By Dre; Strategic Branding and Marketing Extern** - Remote June 2024 – July 2024

- Conducted consumer trends research and identified five key driving factors influencing Gen Z's purchasing behaviors.
- Executed end to end consumer research. Collected 60 survey responses and moderated 10 consumers interviews to understand how consumers interact with speaker products and scope out product usage behavior, preferences, and barriers
- Developed interpersonal skills and public speaking prowess by effectively presenting findings to live and remote audiences that resulted in 90% positive feedback

**DAWA (Diversity Awareness and Wellness in Action); Communications and Marketing Intern** - Austin, TX January 2024 – May 2024

- Identified 3 new trends that informed future non-profit marketing strategies, resulting in a 10% increase in community engagement.
- Formulated compelling content for various marketing materials, including brochures, emails, social media content, and website updates
- Reported on the effectiveness of multiple past campaigns, leading to a 15% improvement in resource allocation for future campaigns

**ASO Rock Market; Team Member** - Dallas, TX May 2021 – August 2023

- Developed and recommended strategies to improve guest satisfaction
- Supervised and trained a team of 5+ staff members, ensuring efficient operations and exceptional customer service during peak hours
- Provided creative ideas enhance social media presence, helping grow brand awareness and engagement

## LEADERSHIP EXPERIENCE AND ACTIVITIES

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**National Black Law Student Association, The University of Texas at Austin**, Austin, Tx. May 2023 – Present

*Membership and Engagement Chair*

- Facilitated membership interaction by analyzing member needs resulting in increased engagement by 8%.
- Led communication strategies and provided essential resources, ensuring members had the tools to advance their career aspirations.
- Retained and tracked progress of members by monitoring the growth of through Microsoft Excel while increasing membership by 45%

**African Student Association Dance (UBUNTU) The University of Texas at Austin**, Austin, Tx May 2023 – Present

*Public Relations and Membership Chair*

- Boosted social media presence and grew TikTok viewership from 0 to 16,000 in five months, elevating the organization's digital footprint
- Managed the organization's public image by executing content strategies across various platforms, strengthening its online reputation

## SKILLS

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- **Technical Skills:** Proficient in Microsoft Office, AI Machine Learning, Adobe, Acoustic, AirTable, Canva, Microsoft Office, Hootsuite, Onalytica, and Photoshop
- **Languages:** English (Fluent), Intermediate Spanish, Intermediate Mandarin

## ACHIEVEMENTS

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- Deans List 2022-2024

## INTERESTS

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- Public Relations, Marketing, Communications, Technology, Strategic Branding, and Consulting

## PORTFOLIO

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- <https://bryanomodonportfolio.com/>