

March 2026 - Present

Translation Health Research Center | Texas State University

Digital Media Specialist. University research center at Texas State University. Responsible for CMS administration, web content management, & digital presence for the center's platforms.

I am a dedicated, creative, and adaptable professional with a strong work ethic. I excel in guiding initiatives from concept to successful completion. My most recent role at THRC & The Atkins Group, within the digital department, honed my skills in digital brand experience, analytics, email marketing, and user-centric approaches. I am seeking a position that will further leverage and expand upon these valuable skills.

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Cristina Davis

EXPERIENCE

02

2018 - Present

The Atkins Group

Digital. B2C & B2B creative advertising agency in San Antonio, Texas. A pivotal role responsible for digital development & overseeing multiple digital touch-points for clients.

- CRM Manager. Captured leads, created automation, custom forms, and developed drip campaigns.
- Multi-touch integrated campaigns.
- Marketing reporting & analytics.
- Managed Lead Gen Email Marketing campaigns & touch-points across all clients.
- UI/UX strategies to provide optimal client recommendations.
- Designed assets for websites, mobile, campaigns, video, paid ads, and animations.
- Responsible for front-end development programming build out and technical QA.

2020 - 2021

Somnio

UI UX Freelance Designer. B2B marketing agency in Austin, Texas. Responsible for creating UI/UX user-centered digital assets for IBM.

- Design on-brand, user-centered, and pixel-perfect solutions.
- Translate ideas into sketches, wire-frames, mock-ups, and interactive prototypes.
- Responsible for designing a interactive compliance assessment tool for IBM Watson Health.

2016 - 2018

Gehan Homes

Graphic Designer. Marketing department in Dallas, Texas. Responsible for supporting the development of creative marketing campaigns for print, social, and web.

- Responsible for creating, developing, implementing and executing creative strategies for Gehan Homes marketing campaigns and promotions.
- Created new collateral materials for brochures, emails, eblast, postcards, exterior signs, inventory, billboards, and flyer's.

EDUCATION

03

2013 - 2016

Texas Woman's University

Bachelor of Fine Arts Visual Arts. Graphic Design

2015 - 2016

Texas Woman's University

Marketing Minor

2021

Google

Google UX Design Certificate

SKILLS

04

SaaS Platforms - Regional Marketing - UI/UX Web Design - Wireframing - Email Marketing - Prototyping - Graphic Design - Digital Design - Front End Dev - User Experience - Metrics Analysis - Project Management - Animation - Social Media - Asana

TOOLS

05

Salesforce - Google Analytics - Google Tag Manager - Figma - Sketch - Photoshop - Bootstrap - Adobe Creative Suite - GSAP - Active Campaign - Constant Contact - Hubspot - HTML5 - CSS3 - JS - Procreate - Google Sheets - Google Slides - Excel - Asana - Marketo - Google Drive