



MARIAM ESTRADA

JOURNALISM MARKETING STRATEGY PUBLIC RELATIONS

Austin based strategic marketing and communications professional with a background in philosophy and psychology, blending human insight with creative execution to craft narratives that drive engagement and build brand loyalty. Experienced in campaign development, written communications, and content strategy for nonprofits, cultural institutions, and startups.

STRATEGY & RESEARCH

QUALITATIVE ANALYSIS, CULTURAL INSIGHT DEVELOPMENT, BEHAVIORAL ANALYSIS, ETHNOGRAPHIC RESEARCH, ABSTRACT THINKING

CONTENT & BRANDING

CAMPAIGN STRATEGY, BRAND VOICE DEVELOPMENT, CREATIVE BRIEF WRITING, COPYWRITING, JOURNALISM, GRANT WRITING, TROUBLESHOOTING

TOOLS

ADOBE CREATIVE SUITE, CANVA, GOOGLE WORKSPACE, MICROSOFT OFFICE

LANGUAGES

SPANISH, FRENCH

EDUCATION

ST. EDWARD'S UNIVERSITY Austin 2021 - 2025

BACHELOR OF ARTS IN PHILOSOPHY | MINOR IN PSYCHOLOGY

Developed advanced critical thinking, research, and cross-cultural communication skills.

Coursework: Theory of Knowledge, Visual Journalism, International Relations, Aesthetics, Cognitive and Behavioral Psychology

ACHIEVEMENTS

- ★ ORAL HISTORY FOR SOCIAL CHANGE CERTIFICATE
- ★ AWARDED COMPETITIVE GRANT FOR POSER AFTER INDEPENDENTLY RESEARCHING, DRAFTING, AND SUBMITTING PROPOSAL, RESULTING IN EXPANDED COMMUNITY PROGRAMMING FUNDING.
- ★ "ETHICAL ANALYSIS OF PSYCHEDELIC THERAPIES FOR MENTAL HEALTH" - EXPLORED THE ETHICAL, LEGAL, AND PSYCHOLOGICAL IMPLICATIONS OF PSYCHEDELIC-ASSISTED THERAPY, APPLYING PHILOSOPHICAL FRAMEWORKS TO INFORM MENTAL HEALTH DEBATES.
- ★ 1ST PLACE TEXAS MENTAL HEALTH CREATIVE ARTS CONTEST

INSTITUTE FOR DIVERSITY & CIVIC LIFE DIGITAL STORYTELLING FELLOW

Jun 2025 - Present
Austin

Design and lead an archival project documenting Austin's punk scene, preserving cultural history. Conduct interviews, curate digital exhibits, and create audience-driven narratives. Build partnerships with local artists, venues, and cultural organizations to expand project reach.

TEXAS FOLKLIFE JOURNALIST INTERN

Mar 2025 - May 2025
Austin

Researched and authored journalistic features exploring cultural identity and tradition. Synthesized interviews and ethnographic findings into engaging public-facing stories. Integrated theoretical frameworks to enhance narrative depth and clarity.

INSTITUTE FOR DIVERSITY & CIVIC LIFE SOCIAL MEDIA INTERN

Feb 2025 - May 2025
Austin

Applied oral history insights to a social media campaign, creating visually engaging content to promote diversity and foster community engagement.

ONIBEX CONTENT STRATEGIST

Sept 2023- Oct 2024

Designed and executed content strategies that fostered brand loyalty and customer retention. Developed cross-platform campaigns using data insights to boost engagement and brand recognition. Collaborated with creative teams to ensure consistent messaging and visual identity.

EXPERIENCE