

ROXANA SOTO

CONTACT

- +469-235-7989
- Dallas, TX
- Roxysoto108@gmail.com
- www.brandwithroxy.com

EDUCATION

UNIVERSITY OF NORTH TEXAS

Bachelor of Science Major in Advertising & Brand Strategy, Minor in Marketing

2021-2025 | GPA: 3.5

Dean's List, President's List

Mayborn in Spain Study Abroad Program | May - June, 2025
Benjamin A. Gilman International Scholarship Program

SKILLS

- Client Relations & Communication
- Strategic Planning & Marketing
- Project Coordination
- Analytics Tools (Google Analytics, Google Ads Manager, Brightlocal, Microsoft Excel)
- Creative Tools (Waymark, Capcut, Canva, Photoshop)
- CRM Systems (Hubspot, Notion)

COMMUNITY

LEADERSHIP PROGRAM, AMBASSADOR

Aug 2025 - May 2026
Metroport Chamber of Commerce

AMERICAN MARKETING ASSOCIATION

UNT | Fall 2025

AD CLUB

UNT | Fall 2024 - Fall 2025

SORT-A-THON VOLUNTEER

UNT College of Merchandising | September 2024

ABOUT ME

Motivated and globally minded advertising professional with hands-on experience in sales and marketing. Proven ability to communicate across cultures, craft compelling brand narratives, and adapt quickly in fast-paced environments. Passionate about connecting people and ideas - whether through digital content, meaningful conversations, or well-executed campaigns.

WORK EXPERIENCE

SALES DEVELOPMENT REPRESENTATIVE | ROANOKE, TX

Betta Advertising | Feb 2025 - Present

- Led client sales meetings & presented tailored digital marketing proposals for SEO, Google Ads, CTV, and website services
- Collaborated with the Founder & Account Manager to develop a rebrand strategy & sales playbook focused on niche market positioning
- Built & maintained relationships with local business owners, understanding their marketing goals and turning insights into actionable strategies
- Managed proposal creation, pricing, and campaign scoping using Google Analytics, SEO audit tools, and Hubspot CRM

BARTENDER/COCKTAIL SERVER | DALLAS, TX

Membership Club at Hotel Swexan | Aug 2023 - Jan 2025

- Delivered high-touch service to a luxury clientele, strengthening interpersonal and communication skills critical to client management
- Anticipated member needs, resolving issues proactively to ensure a seamless experience
- Observed how premium hospitality translates to brand loyalty - applying these insights to understanding client experience in advertising

ONLINE ENGLISH TUTOR

Cambly.com | Feb 2022 - Jan 2023

- Designed personalized learning sessions for international students, adapting to different communication styles & cultural contexts
- Built trust quickly with new clients, maintaining a consistent 5-star rating
- Managed scheduling, client retention - demonstrating accountability & time management