

# BRIDGETT HELFORD

(512) 914-4919 | behelford@gmail.com | <https://www.linkedin.com/in/bridgett-helford/> | <https://www.bridgetthelford.com/>

## EDUCATION

**The University of Texas at Austin**  
**Bachelor of Science in Advertising**

**May 2025**

- Sports Media Minor
- Texas Media and Analytics Program

## EXPERIENCE

**Tecovas**— *ECommerce Intern*; Austin, Texas

**June 2024 – August 2024**

- Worked with digital specialists on website creation, A/B tests, product launches, and ADA compliant content
- Created and launched product and landing pages, gaining 103,000 visitors
- Edited and launched several blogs to website

**Kando Gear** – *Social Media Coordinator*; Bastrop, Texas

**June 2022- June 2023**

- Wrote copy and content for all social media accounts (Instagram, Facebook, YouTube, TikTok), including photos and videos
- Created and oversaw a TikTok account of 14K+ followers
- Designed a weekly newsletter for 100+ subscribers

## ORGANIZATIONS

**Texas Advertising Group (TAG)** – *Member*; Austin, Texas

**August 2021 - Current**

- Attend weekly meetings where industry professionals come to discuss their experience and offer networking opportunities

**Kappa Kappa Gamma Sorority (KKG)** – *Member*; Austin, Texas

**August 2021 - Current**

- Actively participate in philanthropic activities where we work to better the mental and physical health in our community and at a national level through raising awareness and money for The Jed Foundation

## PROJECTS

**Media Strategies, The University of Texas**

**Fall 2024**

*Project Manager – LERMA, The Salvation Army*

- Wrote and edited weekly status reports for team, conducted research for target audience and specific messaging to reach them, presented project to LERMA Agency

**Integrated Communications Campaigns, The University of Texas**

**Fall 2024**

*Strategy Director - Create Amor*

- Led the strategy team through the strategic process, spearheading research findings. Contributed to weekly meetings with other departments, and gave a final strategy presentation to the client

**Integrated Communications Management Campaign, The University of Texas**

**Spring 2024**

*Strategy Lead – Ol Pejeta Conservancy Campaign*

- Researched a specific target audience, determined personas, conducted a situational analysis for the campaign, assisted in creation of the creative strategy, presented project

**Advertising Media Planning Campaign, The University of Texas**

**Fall 2023**

*Research Lead – Round Rock Honey Media Campaign*

- Conducted majority of the research on geographic location, target audience, and brand strategy. Led weekly meetings with team to discuss findings and eventually presented the campaign

## ADDITIONAL

- **Honors:** Moody College of Communication Dean's List (2022)
- **Technical Skills:** Microsoft Office, Google Suite, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Rush, Tableau, Figma, Sanity, Shopify
- **Certifications:** Google Ads, Google Analytics 4, Amazon Ads
- **Social Media:** Instagram, Facebook, YouTube, Twitter (X), TikTok, Pinterest, LinkedIn, Snapchat, Reddit, GIF Creation