

Josalyne Messina

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EDUCATION

University of Nevada, Reno | Reno, NV

Expected Graduation: May 2028

B.S. in Business Administration – Marketing Emphasis

Provost's Scholars Program at the Honors College

Relevant Coursework: Marketing Principles, Media Writing, Information Systems

PROFESSIONAL EXPERIENCE

University of Nevada, Reno | Reno, NV

July 2025 – Present

Digital Content Assistant – Research and Innovation Division

- Designed branded web content ensuring consistent visual hierarchy and color use.
- Created graphics, icons, and digital brand assets aligned with the division's identity.
- Translated research information into visually appealing web content.
- Applied accessibility and design best practices to digital outputs.

KUNR Public Radio | Reno, NV

January 2024 – May 2024

Student Intern

- Contributed to branded visuals and layouts for radio stories and promotions.
- Created visual elements aligned with KUNR's brand identity.

EXTRACURRICULAR EXPERIENCE

UNR DECA Chapter | Reno, NV

October 2025 – Present

Secretary

- Designed branded internal documents to maintain consistent chapter visuals.

American Marketing Association | Reno, NV

September 2025 – Present

Committee Member

- Created branded graphics and social media visuals for chapter events.
- Helped develop cohesive design concepts for outreach materials.

RELEVANT PROJECTS

Media Kit | Media Writing

January 2024 – May 2024

- Designed a cohesive media kit using brand identity principles.
- Applied typography, color, and layout standards for unified deliverables.

TECHNICAL SKILLS

Canva, WordPress, Google Workspace, Microsoft Office, Notion