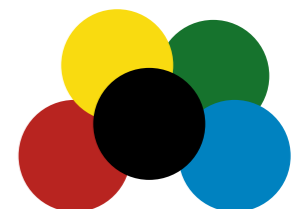




Jared Cruz-Aedo  
COM 4713.001  
Professor Red Madden  
November 1, 2015



These past work empathize on work that ranges from communication specifically related course to sports related course. These ranges from the three years Jared has attend UTSA, along with many groups Jared has worked with in his college career. At the very end of the portfolio is a resume to contact Jared for more information of his past work. The range in variety of work shows how Jared is versatile for the work place.

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# Work Samples

# Group Assignment Four

This group assignment was to make a Halloween how to video. Using iMovie for the first time I was able to learn it from scratch. The movie consists of voice over along with different filming scenes.

Date: November 12, 2014

# Recommendation Report

10 October 2014  
1500 Roadrunner Way  
San Antonio, TX 78249

Professor John Frederick  
University of Texas at San Antonio  
Academic Affairs  
San Antonio, TX 78249

Dear Dr. Frederick:

Thank you for providing me with this opportunity to research the potential impacts of having a financial literacy class at University of Texas at San Antonio (UTSA). Enclosed in this envelope is my final report, "Recommendation for a Financial Literacy Class at UTSA." In this report, I recommend that UTSA create a non-credit class for students that deal with financial literacy.

If I can provide any other information as you review this report, please don't hesitate to contact. I look forward to setting up a meeting with you at a later date to hear your thoughts.

Yours truly,

*Jared Cruz-Aedo*

Jared Cruz-Aedo, Department of Research

This recommendation report was to make a recommendation to Dr. Frederick to have a financial literacy program. Research was gathered through quantitative and qualitative data.

Date: October 15, 2014

# San Antonio Rampage

## 2015-2016 Home Schedule

In commercial publication class we needed to create a flyer of our choice for the professor using InDesign. Getting permission from the San Antonio Rampage to use their logo I created a flyer with their schedule.

Date: October 6, 2015

Oct. 24	Stockton	Jan. 22	Bakersfield
Nov. 6	Chicago	Jan. 23	Bakersfield
Nov. 8	Chicago	Jan. 24	Texas
Nov. 13	Stockton	Jan. 29	San Jose
Nov. 15	Texas	Jan. 30	San Jose
Nov. 17	Texas	Feb. 5	Texas
Nov. 20	Ontario	Mar. 4	Manitoba
Nov. 22	Charlotte	Mar. 6	Ontario
Dec. 4	Rockford	Mar. 9	Ontario
Dec. 6	Rockford	Mar. 11	Lake Erie
Dec. 9	Charlotte	Mar. 13	Lake Erie
Dec. 10	Stockton	Mar. 20	Grand Rapids
Dec. 13	Texas	Mar. 22	Grand Rapids
Dec. 27	Texas	Mar. 26	Bakersfield
Jan. 1	San Diego	Mar. 27	Texas
Jan. 3	San Diego	Apr. 6	San Jose
Jan. 15	Milwaukee	Apr. 8	Iowa
Jan. 16	Milwaukee	Apr. 9	Iowa
Jan. 19	San Diego	Apr. 15	Manitoba



# COM Final Research Paper

RUNNINGHEAD: Communication Influence

In inquiry communication class the entire summer semester was based on one research paper. This paper was to show how relationships between individuals change through social media. The research was conducted by interviewing and research study.

Date: August 3, 2015

Social Media Communication and the Influence in Relationships

Jared Cruz-Aedo

COM 3073. 01S

Karen Daas

August 5, 2015



# Adult Fact Sheet

## Figure Skating Fact Sheet

### Difference in Skates

A common error that happens with figure skating is having the wrong skates to skate in. Three skates exist which are hockey, figure, and speed skates. Speed skates have a blade that is long and thin so the difference between figure skates and speed skates are very comparable. Hockey skates and figure skates both look very similar but the main difference is the toe pick.



Photo Courtesy by <http://www.coachchic.com/>

### Common Foot Injuries

- Achilles tendonitis
- Stress fractures
- Lace bites
- Pump bumps



Photo Courtesy by <http://www.news-medical.net/news/2004/04/29/1056.aspx>

### Prevention & Treatment for Foot Injuries

A way to treat Achilles tendonitis injuries is to not over train.

A way to treat stress fractures is to take a break from figure skating that way you can give your feet a rest/

To prevent lace bite you will not need to tighten your children's shoes so tight.

The way to prevent pump bumps is to not have so loose skates. Your skates should fit you perfectly.

### Performing

An injury that can happen while performing is getting a broken foot because when the kids just to do their double axel they can land on their leg wrong and break it. Also they can have hip injuries when they miss place their footwork and hit the ice and hit the barriers.



Photo Courtesy by [http://ussportshypnotist.com/figure\\_skating.htm](http://ussportshypnotist.com/figure_skating.htm)

In technical writing class we were designated to create a fact sheet that would appeal to adults. I created my fact sheet based on my knowledge of figure skating along with hockey. The class was required to create the design in MS Word.

Date: September 24, 2015

# Memo Lab 2

Colgate

# Memo

**To:** Ca Nguyen  
**From:** Jared Cruz-Aedo  
**cc:** Timothy Carpenter  
**Date:** June 18, 2014  
**Re:** Stock Plot of Colgate

The movement of the stock prices between Colgate and S&P 500 stayed the same till the end of June 1, 2010. After June 6 the stock price started to vary. Both of the trend lines are going in the same direction. Colgate is over performing the S&P 500 after June 1, 2012. During the year 2010 to 2011 Colgate was underperforming. My price of stock has increased the past five years with the starting value of 30 in 2009 to 70 in present time. The slope of the line is steep with a value of 20. The Colgate is not very volatile compared to the S&P 500 stock because from 2010 the stock is just increase till present time. During June 2009 the stock price increased till December 1, 2009 then decreased till June 1, 2010. After decreasing to year 2010 the price started to increases with very little adjustment.



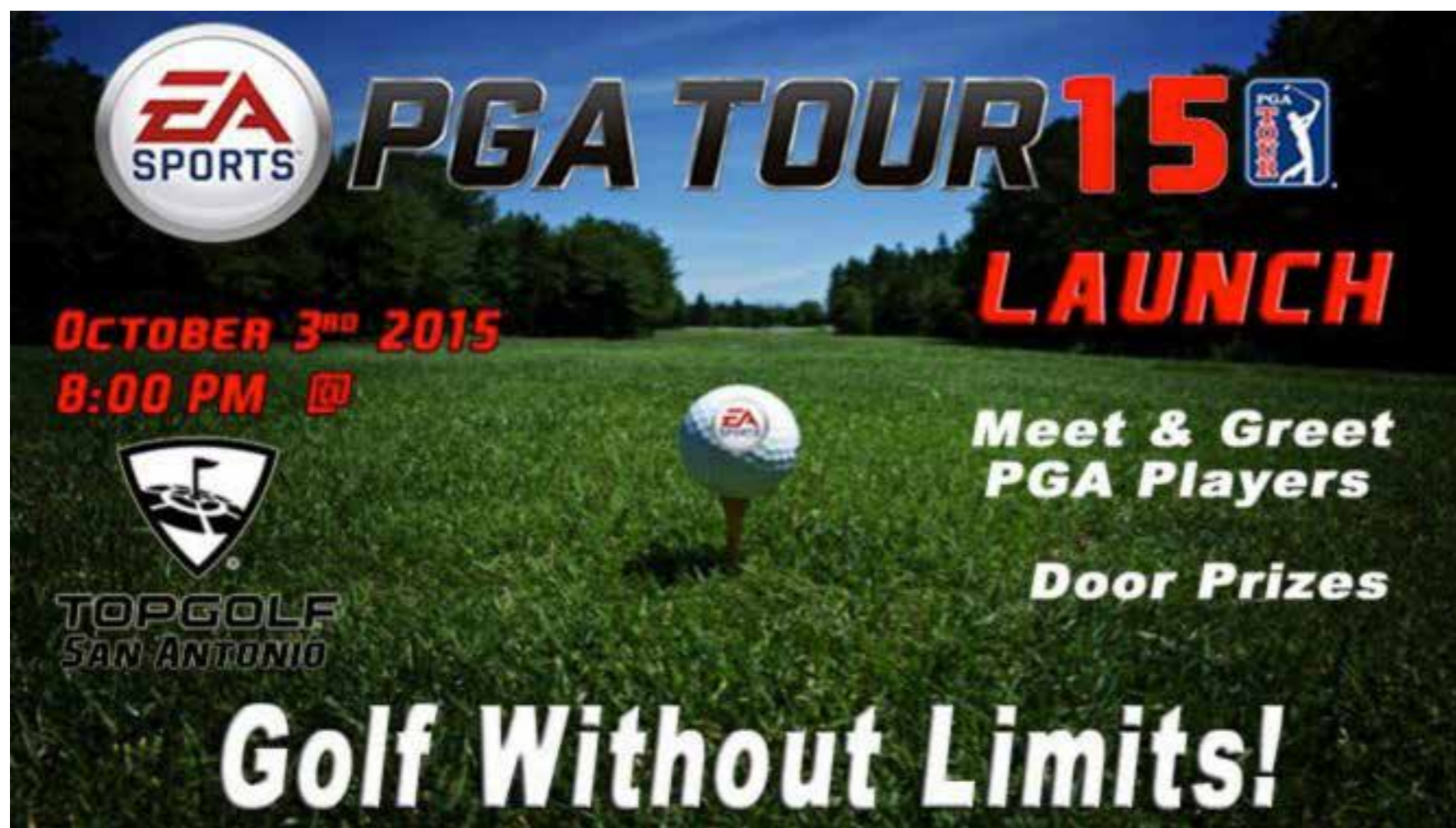
Sincerely

Jared Cruz-Aedo

This assignment was for my corporate finance class where we were assigned a certain company and we analyzed their stock. When we analyzed the stock we had to make a memo for a lab assignment.

Date: June 18, 2014

# Event Management



In event management class we were assigned a group of 5 and for our midterm we had to create a hosting event for the launching of the PGA golf game. This included the venue we chose along with what celebrities would come to the event.

Date: February 23, 2015

# Sports Management



In sports management class we were assigned a group of 10 and for our midterm we had to create a sport event under San Antonio sports. How the event will be executed along with how it would work within our time period we made for the event.

Date: February 10, 2015

## Jared Cruz-Aedo

www.linkedin.com/in/jaredcruzaedo

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### Objective

To obtain an internship under the U.S. Olympic Internship Program, demonstrating the use in marketing, event management, and social media.

### Education

The University of Texas at San Antonio (UTSA) Graduation: Spring 2017

Bachelor of Business Administration in Sports, Event, Tourism

Bachelor of Business Administration in Marketing

Bachelor of Arts in Digital Communication

Relevant Coursework:

Editing

Digital Media Production II

Event Management

Social Media Marketing

Commercial Publication

Sports Management

### Experience

**Student Assistant**, UTSA Vice President of Student Affairs June 2015 - Present

San Antonio, TX

Managed multiple social media platforms under Student Affairs

Communicated with students and student affairs stakeholders' social media accounts

Performed office functions such as printing, copying, and taking out recycling

**Social Media Director**, UTSA Student Government Association April 2014 - Present

San Antonio, TX

Utilized multiple social media platforms that the organization actively uses to engage over 28,000 students

Handled crisis cases when organization faced bad publicity

Established live tweeting during General Assembly

**Social Media Manager**, UTSA Athletics February 2015 - June 2015

San Antonio, TX

Established the relationship between the UTSA students with the university sports events

Assessed trends on high usage platform by following Analytics

Updated frequent social media platforms with events happening for UTSA athletics

### Leadership

Homecoming & Roadrunner Days Committee, UTSA June 2014 - Present

Communicated with different aspects of the university to have a successful homecoming week

Introduced new ideas for homecoming week and roadrunner days such as artist and events

Promoted homecoming week and roadrunner days through social media

Developed social media marketing plan for Roadrunner Days

### Related Volunteer Experience

2015 Phillips 66 National Swimming Competition August 2015

Assisted the USA Swimming intern and Sports Communications Manager

Finalized results after each swimming competition

Served as liaison between USA Swimming & Northside ISD

USA vs. Mexico Soccer April 2015

Gathered statistical data by randomly approaching individuals two hours before kickoff of the game

### Skills/ Certification

Adobe Creative Cloud (Photoshop, InDesign, Illustrator and Bridge)

MS Office

Certified Tourism Ambassador