

Ava Mora

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EDUCATION

The University of Texas at Austin, Austin, TX May 2026
Bachelor of Science in Public Relations

- Media and Entertainment Industries Minor
- Business Minor

EXPERIENCE

University of Texas at Austin, Austin, TX May 2024- Present
SHIFT-Maker

- Craft zero-proof cocktails for students, faculty, and event attendees.
- Engage in conversations about harm reduction practices and substance use.
- Advocate and promote overall student health and well-being.

Whiskey Cake, Dallas, TX June 2023 – August 2023
Server

- Guided guest experience through comprehensive menu knowledge.
- Managed a high volume of tables while ensuring timely and attentive service.
- Addressed guest concerns and assisted in reaching a resolution.
- Maintained proper table setting and good and beverage presentation.

Whiskey Cake, Dallas, TX July 2022 – August 2023
Hostess

- Provided a welcoming environment to ensure guest satisfaction.
- Oversaw reservation and large-party accommodations.
- Coordinated seating assignments to maintain an even workload for staff.
- Managed telephone inquiries.
- Trained new team members.

American Eagle, Grapevine, TX June 2021 – August 2021
Brand Ambassador

- Created a hospitable atmosphere for guests.
- Managed fitting rooms and oversaw loss prevention while assisting guests.
- Facilitated guests' discovery of desired items by providing personalized recommendations.
- Operated POS systems.
- Assisted in order inquiries, returns/exchanges, and general product knowledge.

AMC Theaters, Grapevine, TX April 2019 – August 2019
Crew Member

- Carried out merchandise and concession transactions.
- Checked guests' tickets and ushered them to the appropriate theater.
- Ensured a safe and clean environment for staff and guests.

CAMPUS INVOLVEMENT/RELATED EXPERIENCES

Austin Film Festival, Austin, TX Fall 2023
Volunteer

- Assisted in event registration and management.
- Processed attendees' information and answered inquiries.

PRSSA, The University of Texas at Austin, Austin, TX Fall 2023 – Present
Member

SKILLS

Social Media: TikTok, Facebook, Instagram, LinkedIn, Snapchat

Software & Databases: Microsoft Word, Excel, PowerPoint, Outlook, iMovie, Mintel, Statista