

Briana Leon Loayza

Major: Business Marketing with a minor in Entrepreneurship.

Goal: The type of career I am looking to enter after graduating is helping small businesses grow through social media, then taking it to the next level by working in brand marketing and creating visually appealing products and promotions.



Technological Background:

My technological background is that I am fairly proficient with various types of software. For instance, I use Google Slides and Canva for presentations to ensure that my slides look unique and are visually engaging. Other software I use for assignments that involve writing and essays include Google Docs and Microsoft Word, which allow me to submit professional and well-organized work. Lastly, I also use social media platforms such as TikTok, Instagram, and Pinterest to gain inspiration and create content.

Non-Technological Background:

I am from Minden, Nevada, and I am a first-generation Latina student studying at the University of Nevada, Reno. I chose this university because I was able to receive financial aid, which allowed me to pursue my education without the burden of financial stress while also staying close to my family. Some of my hobbies include painting, drawing, and photography. In addition, I enjoy listening to music, and my favorite genres are Reggaeton, R&B, and Pop. Some of my favorite artists include Rauw Alejandro, Ariana Grande, and Tyla. My dream aspiration is to become successful person by pursuing my career and giving back to my family, who have done so much to support me. Marketing is a career path I genuinely enjoy, and it allows me to express my creativity while bringing ideas to life, which I believe will benefit me in the long run.

