TEXAS STUDENT MEDIA APPLICATION FORM  
EDITOR-IN-CHIEF OF CACTUS YEARBOOK  
Term of Office: June 1, 2019 - May 31, 2020

This application and supporting materials must be submitted to the TSM Business Office (via hard copy to room HSM 3.200 or via PDF emailed to serpas@austin.utexas.edu) by **Monday, April 29, 2019 at 12:00 p.m.**  
This position is due to be appointed at the TSM Board meeting scheduled for **Friday, May 3, 2019 at 1:00 p.m.**  
Please plan to attend and discuss your application with the Operating Trustees.

**Applicant Information**

Yvette "Michelle" Almonte YMA353  
Name UT EID

Yvettealmonte@utexas.edu  
Email Address Business/ Marketing  
Major

**Applicant Attestation / Authorization for Release of Information**

1. I am currently enrolled as a UT-Austin student.

2. By the start of my term of office, I will (if an undergraduate) have completed 12 hours at UT-Austin with a GPA of at least 2.0 or (if a graduate student) have completed 9 hours at UT-Austin with a GPA of at least 3.0.

3. I agree to complete and pass a media law and libel test administered by the Editorial Adviser prior to taking position.

I certify that to the best of my ability I have given true and accurate information concerning my scholastic and experience qualifications, and hereby grant permission for the Office of the Director, Texas Student Media, to verify said information. Further, I understand that this information will be provided to the TSM Board of Operating Trustees and will become part of the public record of TSM.

*Signature of Applicant*  
Date

**It is recommended that you include supporting materials such as:**

- A résumé  
- Your record of experience with Cactus (list positions and dates)  
- A letter outlining your qualifications, goals, plans for the position  
- Letters of recommendation  
- Signatures of Cactus staffers indicating support for your application  
- Samples of published work (on 8 1/2" x 11" paper)
MICHELLE ALMONTE
Yvettealmonte@utexas.edu • www.LinkedIn.com/in/michellealmonte
201 East 21st St. #M0274 • Austin, TX 78705 • (469) 881-2009

EDUCATION
The University of Texas at Austin
Bachelors of Business Administration, Marketing
Overall GPA: 2.9
May 2022

PROFESSIONAL EXPERIENCE
University of Texas Student Government - Director of Advertising; Austin, TX
Sept 2018-Present
• Create and fulfill graphic design requests on behalf of Student Government agencies and stakeholders
• Implement multi channel advertising strategies in print and digital products to endorse agency events and initiatives
• Provide analytic services to stakeholders through deployment and growth of Student Government’s proprietary

Texas Student Media Cactus Yearbook - Design Editor; Austin, TX
August 2018-Present
• Employ design fundamentals when selecting typography, composition, layout and color in design work for every page
• Maintain relationships with Walsworth publishing company to meet deadlines

University of Texas Housing & Dining - Graphic Designer; Austin, TX
August 2018-Present
• Build corporate brand by designing cohesive looks between elements such as logos and letterheads
• Maintain consistent use of graphic imagery in materials and other marketing outreach
• Collaborate with associates to achieve an effective outreach to students living on campus

Kroger Co. - Drug and General Merchandising Clerk; Mesquite, TX
July 2017- May 2018
• Completed daily residual scans in order to fulfill store orders for the Drug and General Merchandising Department
• Restocked shelves and reordered inventory when Balance on Hand (BOH) dropped below predetermined levels
• Operated the Computer Assisted Ordering system to streamline store inventory data and automatic ordering procedures

LEADERSHIP EXPERIENCE & ACTIVITIES
Mesquite ISD Student Advisory Board - Board Member; Mesquite TX
August 2016-May 2018
• Served as a representative of Mesquite ISD High School’s to work directly with the Superintendent of School’s
• Collaborated with members of the council to build project proposals to be presented in front of the school board
• Implemented district wide initiatives to forge community bonds within Mesquite ISD

"The Pride" Yearbook Staff - Editor-in-Chief; Mesquite TX
May 2017-May 2018
• Managed a 30 person staff and delegated and tracked each staff member’s assignments to ensure deadlines adherence
• Produced layouts for each section of the book in accordance to design rules and print production guidelines
• Implemented interactive features within the book in order to boost sales resulting in a sellout within the first two weeks

EXPERIENCE HIGHLIGHTS
Mentorship with Business Litigation Attorney Gregory C. Noschese Mesquite, TX
December 2017-May 2018
• Shadowed Councilman Noschese during City Council meetings that included civil discourse and responds to citizens’ complaints and requests for information and services.
• Studied court cases and law journals as assigned by Mr. Noschese

ADDITIONAL INFORMATION
Computer Skills: Microsoft Suite, Photoshop, InDesign, Illustrator, Canva
Honors: Editor of the Year Award (2018), Outstanding Student in Journalism Award (2018), Lighthouse Award (2014-2018)
Interests: Graphic Design, Community Service, Civic Engagement, Blockchain, Music, Movies
Work Eligibility: Eligible to work in the U.S. with no restrictions
Experience with the Cactus Yearbook

It was my pleasure to serve as the Design Editor for the 126th edition for The Cactus from August of 2018 until May of 2019. Throughout this time I have become well acquainted with not only the behind the scenes process of how The Cactus and TSM operate as a whole, but being the right hand man of the Editor-in-Chief allowed me to fully immerse myself in the editing and publishing process where I was able to tackle problems head on.

Throughout my time as Design Editor, I engaged in many tasks for The Cactus. When held, I avidly contributed to the conversation in Editor meeting and staff meetings where I discussed how our team could collaborate in order to give me the materials necessary for completing spreads. I was also given the opportunity during the first semester to sit in for Hailey at the weekly TSM Leadership meetings where I spoke on behalf of The Cactus to report our progress and potential setbacks in a deadline.

My main responsibilities this year were for the creation of spread designs and any other possible graphics for every page within this edition of The Cactus. I designed spreads in Adobe InDesign in order to create pages that stayed true to our theme and paired well with our story fonts. Aside from the design of every page, I worked with the Walsworth Publishing Company directly to meet tight deadlines in order to ensure a seamless editing and publishing process.

Another major role that I was in charge of was the organization of the Yearbook server that was located on my computer. Within this server I kept files of every photo used in the book, raw files of every InDesign spread in the book, the front cover design, and a designated area for all PDF’s. I was responsible for the conversion of every InDesign document to a PDF file which would allow submission to the publishing company. This complicated task was an everyday role for me that I have come to master.
Qualifications and Future Goals

My four years of Yearbook experience has served me well in understanding the creative process, the workload, and the potential setbacks that come with creating a Yearbook. In these four years I have served as an editor of some sort, where each position has prepared me for a different facet of yearbook cultivation and how to tackle specific challenges associated with the role. Due to my extensive experience in an Editorial role, my strong communication, and organizational skills, I believe I am qualified and equipped to be Editor-in-Chief of the Cactus Yearbook.

I jump started my Yearbook career as the “People Editor” for my High School staff my Sophomore year. This role required me to name check all the people pages for the 2,500 students within my High School, and I manually corrected every misspelled or misplaced student within the book. It was my diligence within this role that I became the Managing Editor my Junior year, which allowed me to have a more hands on approach to creating, editing, and overseeing others while working side by side with the Editor-in-Chief and Advisor at the time to PDF and submit pages. My senior year of High School I was appointed Editor-in-Chief where I personally created all spread templates, designed every divider, and oversaw the entire submission process with my advisor. Aside from these professional tasks I worked hard to increase yearbook familiarity in hopes of increasing pre-sales and also selling out in the general shipment. I implemented a new interactive yearbook feature that allows for videos to play upon scanning the page with your smartphone, tabling, photo competitions, and raffles which got many students involved with the Yearbook and ultimately resulted in selling out. A design of mine was also included in the Balfour Yearbook Yearbook during my time as Editor-in-Chief.

The experience I’ve had working on the UT yearbook staff has given me an experienced unmatched to anything before. It was here where I learned to take ownership of my design ideas, to cultivate them, and to adapt them to the growing needs of the Yearbook. With that being said, if I were to take on this role it would be important to me to raise awareness of UT yearbook. There’s a large disconnect between students and The Cactus as many aren’t aware that it exists. I am hoping to start tabling during new student orientation where students are able to see the history of The Cactus and will be encouraged to participate. Likewise, I would like to increase traffic on Cactus Social media pages by possibly launching Ad Campaigns throughout the year and working with other student organizations such as The Daily Texan and Student Government to share or retweet our posts to raise student awareness.

On a structural level, I plan on hiring a staff that will fit directly into what the Cactus needs and not necessarily what has been around. I think having a smaller editorial staff that is really strong in catering to direct design needs will work better than a larger staff where it eventually becomes clear who does more work. I want everyone on the staff to be a passionate and engaged component of the Cactus and it will be my pleasure to find the individuals who will fit into these roles.

I am applying for this position with the willingness to give my all and give as much time, patience, and dedication that is necessary in order to ensure the success of the staff that I hire and the book we will produce. I understand all that goes into creating a Yearbook, and it is my hope that my passion and enthusiasm for this program will allow me to uphold its longstanding greatness.
14 April 2019

To Whom It May Concern:

I am writing to recommend Michelle Almonte for the Cactus Yearbook Editor-in-Chief position. Last summer, I hired Michelle as Design Editor for the 2019 Cactus. Although she was only an incoming freshman, I was thoroughly impressed by her extensive yearbook experience and impeccable design knowledge.

Michelle was responsible for designing all graphics, layouts, and spreads for the entire yearbook. While I am normally apprehensive about delegating tasks as important as graphic design to other people, I was shocked at how professional, organized, and skilled she was. Michelle is trustworthy, laser-focused, and always gets the job done, and I cannot think of anyone else I would have rather had design this year’s yearbook.

Being the editor-in-chief requires the ability to be independent, creative, and diligent. Not only does Michelle embody these characteristics, but she has learned how to delegate, work well with others, and stay extremely organized over this past year on staff.

Producing a student-published, 208-page yearbook is no small task, and at times can be extremely stressful. One instance in particular occurred at the beginning of April, when Michelle and I were given a 24 hour notice to complete a 112-page deadline. Not only did Michelle drop everything she was doing to help design and edit all pages by the deadline, but she never complained once about this unanticipated situation.

Michelle takes the initiative to get her tasks completed on time, refusing to accept anything short of perfection. Her ability to manage her schedule, stay organized, and remain calm under pressure will most certainly allow her to be a successful Cactus EIC.

As someone who has worked very closely with Michelle over the past year, I highly recommend her for the Cactus editorial position. Michelle’s motivation, knowledge, and integrity are second to none, and I am honored to have had her on my staff this past year.

Sincerely,

Hailey Wheeler
X Hailey Wheeler
X Haley Williams
X Kimberly Webb
SXSW

SXSW is an annual conference that highlights and recognizes interactive media, film, and aspects of the music industry. A huge part of SXSW is the idea of continuing professional growth.
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