



What happens when you put together a simple science project of recording how many commercials are shown during a television show and a passion for advertising and writing? You get Mia Villarreal, a Fresno State alumna.

Villarreal's passion for advertising and writing came from a simple sixth grade science project. It was the idea of who worked and created all of the commercials that made her pursue a career in advertising.

In spring 2015, Villarreal graduated with her bachelor's degree in mass communication and journalism with an emphasis in advertising. Today, she works at one of the top three advertising agencies in Fresno – JP Marketing.

Just like many college students, Villarreal worked hard to be where she is today. She received scholarships for her outstanding writing skills. Although, what made her stand out was her drive to be one step ahead, embracing and implementing every skill and knowledge she gained from classes, being involved, and having internships.

She took newspaper writing classes along with advertising classes. She sold newspaper ads for the Fresno State student newspaper The Collegian, worked with her class on national campaigns for Pizza Hut, and created a perfume line for an advertising class. But, it doesn't stop there.

Villarreal's recognition as a student and writer led her to receive a Top Dog Alumni Award at Fresno State. She was involved in various organizations and clubs, such as being a committee member for Partner Development in Vintage Days, which enhanced her skills and knowledge in advertising. She participated in clubs that not only was beneficial for herself but in her career, as well.

"You can never gain enough experience," she said. "The more experience you have, the more knowledge you will gain for yourself and your career."

Moreover, Villarreal always envisioned herself to be working at an advertising agency, so when the opportunity came to be an intern at JP Marketing, she took it. She received the internship and it led her to where she is now, serving as the assistant media buyer for JP Marketing.

Her position consists of generating an average of five traditional and non-traditional media buys per week using Strata software. She also manages clients' budgets ranging from \$3,000 to \$80,000 and researches and implements digital media trends.

What's remarkable about Villarreal's passion for advertising and self-improvement is that she never stops; she continues to strive forward.

"Taking the initiative steps to move forward is what it takes to achieve your goals," she said. This led her to create her own website, miavillarreal.com.

Her website consists of her accomplishments, resume, and who she is. You get to see her as a writer and the girl next door.

When she first started her blog, she wrote about her experience as a college student, the people she saw, and what she saw in others. She always included something inspirational. When not in school or at work, Villarreal wrote about her travels and adventures from attending baseball games to hiking and discovering new restaurants with friends.

As a blogger, she currently tries to blog every week but admits to only really blogging about twice a month. She revealed that having purpose and meaning made it easier to write and to create ideas. A challenge she faces is trying to differentiate herself from similar bloggers. Moreover, she includes writing about advertising and marketing, as well.

At the age of 22, Villarreal has already accomplished much and is just starting. She would like to expand her expertise by working on larger accounts in the future. Until then, you can find her hiking in Yosemite or playing with her adorable blinded pug.