

# *Josiah Leon*



## *Major & Career Goals*

I'm majoring in Business Marketing at the University of Nevada, Reno. After I graduate, I want to work in marketing, especially in branding and digital content. I like the creative side of it, but I also like that there's strategy behind everything.

I want to work on projects where I can actually see ideas come to life. Whether that's building a brand, running campaigns, or creating content, I want to be involved in something that feels important and impactful. Long term, I just want to keep growing, take on bigger opportunities, and eventually lead creative projects of my own.

# *Technical Background*

Before coming to UNR, I studied Digital Media at the College of Southern Idaho. I earned my Digital Media Intermediate Technical Certificate with a 4.0 GPA and made the President's List. That's where I really built my foundation with design and editing.

I'm very comfortable using computers and picking up new software. I use Adobe Premiere Pro for video editing and Illustrator, Photoshop, and InDesign for graphic design and layouts. I also use Excel and PowerPoint for projects and presentations, and Canva when I need to create quick but clean designs.

I like taking an idea and actually building it into something visual. Whether it's editing a video or designing something from scratch, I enjoy the process of making it come together.

## *About Me*

I was born in Twin Falls, Idaho, and grew up in Jackpot, Nevada, which is a really small town. My graduating class only had seven students. Growing up somewhere that small, there was kind of a routine everyone followed. Most people would graduate and then stay close to home. There's nothing wrong with that, but I always knew I wanted more for myself. I didn't want to just stay comfortable. I wanted to see what else was out there.

In the summer of 2024, I moved to Reno to attend UNR. That was a big step for me. Going from a tiny town to a bigger campus pushed me to grow up fast and become more independent.

Outside of school, I love going to concerts, traveling, and just being open to new experiences. I've been to Japan, South Korea, and Mexico, and each trip changed my perspective in different ways. Being in new environments has pushed me outside of my comfort zone in the best way. Hopefully this summer I'll be studying abroad in Bilbao, Spain, which I'm really excited about.

I value growth, good energy, real conversations, and not staying stuck in the same place. I'm always trying to push myself to do better.