

Multidisciplinary designer and creative strategist with a strong passion for the intersection of fashion, beauty, and sustainability. Increasingly interested in communicating a brand's identity through visual storytelling.

education

B.S. in ADVERTISING | May '21

University of Texas at Austin

Texas Creative Sequence

VOGUE FASHION

CERTIFICATE | Dec '21

Condé Nast College of Fashion

& Design, London

skills

Adobe Creative Cloud

Art Direction

Shopify

Photography

Videography

Final Cut Pro

Google Analytics

Graphic Design

Leadership

Website Design

Creative Strategy

Customer Relations

Social Media Managements

experience

Fortress & Huma Blanco | Austin, TX

Digital Marketing & Social Media Specialist | January '20-Current

Promoted from intern to implement and manage marketing strategies of two sister shoe companies. Served as trusted advisor and thought leader in social media channels. Enhanced brand identities through copywriting and designing email marketing campaigns. Strengthened brands' growth and community through daily engagement. Coordinated photoshoots including scouting models and styling.

- Designed and wrote email marketing campaigns, resulting in 20% increase in open rate as measured by Klaviyo
- Boosted Instagram reach by 54.1% and interactions by 32.3% during first two quarters of 2021 through creating more video content, influencer outreach, and facilitating giveaways
- Managed daily paid and organic social media including facilitating five influencer campaigns and three giveaways
- Collaborated with product and marketing teams to form creative strategy during a rebrand

Vogue Fashion Certificate | London, UK

Condé Nast College of Fashion & Design | Sept-Dec '21

Completed 10-week intensive course in London, England with coursework in fashion media, fashion marketing, and visual communication for fashion. Examined the culture and context of fashion and its evolution to today's everevolving mediascape.

- Collaborated in team in the development of a new issue and 360 degree marketing strategy of British GQ
- Conducted illustrated brand report and promotional strategy for Charlotte Tilbury to target Gen Z

Spark Magazine | The University of Texas at Austin

Associate Creative Director | August '17-May '21

Served in multiple leadership position for six consecutive bi-annual publications. Promoted from Director of Hair and Makeup to Associate Creative Director while being an active content creator within the organization. Developed COVID-19 precautions for photoshoots and team members.

- Organized and facilitated virtual professional development event for over 75 new staff members
- Led 15 creative teams in vision definition and storytelling per issue
- Coached department directors in creating an inclusive team environment, crafting strong curriculum, and workshop facilitation strategies

Texas Creative | The University of Texas at Austin

Art Director | August '19-December '20

Advanced through the Texas Creative advertising sequence as an art director, a rigorous creative portfolio program that challenges students to work in pairs from conception to production of up to five real-world advertising campaigns per semester.

- Developed creative strategy and art directions and executed the creation of ten multi-platform advertising campaigns based on researched consumer insights
- Brands include: Diva Cup, Dossier, Soft Paws, The Nudge, Pepto Bismol