

Lucia Aguirre

GRAPHIC DESIGN/ SOCIAL MEDIA

SUMMARY

Graphic designer proficient in social media, content creation, video editing, photography, branding, and identity design. With over 7 years of experience, I approach my work with genuine passion and enthusiasm.

CONTACT



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lucia.aguirre96@gmail.com

SKILLS & INTERESTS

- Social media
- Content creator
- Fashion
- Adobe Creative Suite
- Photography
- Video
- Quick learner
- Ceramic
- Event planning
- Fluent in spanish

EDUCATION

CEI DESIGN & MARKETING Madrid, Spain

Diploma, Digital Marketing
April 2022- June 2022

UNIVERSITY OF ARIZONA Tucson, AZ

BFA Studio Art: Emphasis on Graphic Design
Magna Cum Laude
2018-2020

PIMA COMMUNITY COLLEGE Tucson, AZ

Associates on Fine Arts
2016-2018

WORK EXPERIENCE

GRAPHIC DESIGN/ SOCIAL MEDIA MANAGER

Mexico

Sac Boutique | May 2024 - Present

- Created innovative TikTok and Instagram content to showcase Sac Boutique's products and brand stories.
- Utilized trends and platform features to keep content fresh and increase visibility and follower growth.
- Conducted photoshoots and analyzed social media analytics to refine strategies and boost engagement.

GRAPHIC DESIGN/ SOCIAL MEDIA COORDINATOR

Scottsdale, AZ

Steve LeVine Entertainment | Oct 2022 - March 2024

- Created and designed content for all social media platforms, including video editing for multiple clients and projects simultaneously.
- Managed printing needs for promo materials and events.
- Took the lead on Scottsdale Fashion Week influencer event, planning marketing strategies for invites and event promotion.
- Contributed to successful marketing campaigns for company festivals.
- Designed a book for Cox Reels' 100th anniversary celebration.

GRAPHIC DESIGN/ DIGITAL MARKETING

Tucson, AZ

Tetakawi | Jun 2020 - March 2022

- Created content for social media, email marketing, and various platforms (Instagram, Facebook, LinkedIn, Twitter, blog).
- Managed all social media accounts and grew the community organically.
- Implemented integrated marketing strategies with daily content creation.
- Contributed to the launch of the Tetakawi App campaign for employees.

GRAPHIC DESIGN (INTERN)

Tucson, AZ

Pure Love Juice | May 2020 - Aug 2020

- Successfully rebranded Pure Love's Instagram, utilizing innovative marketing strategies.
- Created engaging content that effectively showcased products, leading to higher page engagement.
- Captured high-quality photography that aligned seamlessly with the rebrand.

PORTFOLIO:

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