

# GEOVILLETA

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## ABOUT EXPERIENCE

Professional creative and producer that specializes in art direction and strategic communications. Knowledgeable in campaign conception, brand development, and content creation for eclectic companies.

Currently seeking a position that enhances my career within the advertising or communications field.

## EDUCATION

**Florida International University**  
Master of Science  
Global Strategic Communications  
AUGUST 2020

**Miami Ad School**  
Certification  
Art Direction  
JUNE 2020

**Daytona State College**  
Bachelor of Applied Science  
Business Management & Supervision  
AUGUST 2017

## SKILLS

Adobe Photoshop  
Premier Pro  
Illustrator  
InDesign  
Keynote  
Spark  
Photography  
Videography  
Microsoft Suite  
Ad Campaign Conception  
Leadership  
Public Speaking  
Creative Problem Solving  
Production  
Copywriting

### **Design Intern @ HeyDay Marketing**

JAN 2021-CURRENT | MIAMI, FL

- Composes visuals for organic social media content
- Designs specialized assets for social media ad campaigns including flyers and marketing materials needed
- Brainstorms creative campaign ideas

### **Content Manager @ Dance Center of Florida**

MARCH 2019-CURRENT | MIAMI, FL

- Leads the conception, design, and execution of all visuals to be used for our social media storytelling, digital marketing, and advertising
- Identifies key social media engagements for growth and insights
- Develops and maintains good relationships with the studio's dancers, artists, and content creators for artistic progression

### **Communications Coordinator @ Area Stage Company**

AUGUST 2019-MARCH 2020 | MIAMI, FL

- Managed the musical theatre's fast-paced schedule to effectively organize meetings, group classes, and private lessons.
- Produced designs with company branding guidelines for playbill executions, email marketing, and outdoor signage to generate maximum ticket sales
- Regularly met with the Executive Director to develop creative solutions to increase brand loyalty digitally and in-person

### **Editorial Intern @ CIC Media**

JUNE 2019-SEPTEMBER 2019 | MIAMI, FL

- Created narrative scripts, and concept ideas for content series on multimedia platforms
- Connected with global offices to ensure all video content matched the translated narratives within the scheduled timeframe

### **Administrative Supervisor @ Comprehensive Health Services**

FEBRUARY 2018 - AUGUST 2019 | HOMESTEAD, FL

- Supported department directors with supervisory routines including filing, scheduling, and employee training
- Acted as the project liaison for all media, government officials, and foreign consulates visitations
- Completed detailed emails campaigns for new procedures and internal news alerts with Adobe Suite and Sharepoint

### **Instructor @ Euro School for Performing Arts**

JULY 2014 - JULY 2017 | ORMOND BEACH, FL

- Choreographed Hip Hop, Jazz, and Contemporary Ballet routines for the intermediate/advanced dance majors
- Coordinated costuming, lighting, color, and stage settings for concerts
- Assisted the Artistic Director with the messaging and design of physical and digital marketing executions