



Valeria Lara

Art Director

Education

Savannah College of Art and Design (SCAD)

Major:
B.A. Advertising and Branding

Minor:
Social Strategy Management

Accomplishments:

- Dean's List and Academic Scholarships earned consistently over 12 quarters
- SCADamp Credly Certification (2024)
- Adobe Certification: Professional in Visual Design using Adobe Photoshop (2022)

Skills


Technical Proficiency:


Adobe Illustrator, InDesign, Photoshop, Slack, Figma, Canva, Word, and Google Workspace


Languages:


Spanish and English

Contact

 Guatemala City

 +502 3035-8644

 valelara1809@gmail.com

 valelara.com

 linkedin.com/in/valerialaral

Professional Experience

Lucca Apartments | Consultant | Guatemala City June 2023 – July 2023

- Conducted competitor analysis to enhance their social media presence and refine content strategy.
- Advised on a new content strategy to make their social media consistent, leading to an increase in followers and apartment sales.
- Toured facilities and suggested how to present them to appeal to a new customer base.

Grupo Onyx | Graphic Designer | Guatemala City Feb 2023 – June 2023

- Designed a marketing collateral for their foundations and projects using Illustrator to drive traffic to their website.
- Created the Valle Caprino Foundation logo using Illustrator to establish a solid identity and boost their professional reputation.

Finca el Jardin | Marketing, Sales | Guatemala City June 2020-2021

- Created an appealing logo for their products, leading to improved and captivating results.
- Captured unique pictures to be uploaded to their Instagram account, leading to a more professional brand image with increased followers and sales.

Academic Experience

Kin Euphorics | Integrated Campaign I Sep 2023

- Performed extensive research on the brand, audience, website, competitors, and reviews.
- Created a new compelling digital experience and designed three multimedia campaigns that engage the audience and boost brand awareness.

Ghirardelli | Microsite May 2023

- Conducted thorough research on the brand, website, values, style, and message.
- Developed a new digital experience, including a web, phone, and tablet Microsite using XD, effectively engaging the target audience and amplifying brand presence across multiple platforms.

Four Seasons | Integrated Campaign June 2022

- Conducted research to apply strategic problem-solving, big-ideas, and storytelling for consistent branding.
- Executed branding across multiple media channels, such as city billboards, bus shelters, front cover magazine, invitation cards, Facebook, and Instagram.