

# LUCIANA TRESPALACIOS

514.995.5824

[lu.trespalacios@gmail.com](mailto:lu.trespalacios@gmail.com)

[linkedin.com/in/luciana-trespalacios](https://www.linkedin.com/in/luciana-trespalacios)

Graphic design and communications professional with 5+ years of experience leading social media efforts for organizations in both the nonprofit and for-profit sectors.

## EXPERIENCE

### 2017 to 2020 **Commission for Environmental Cooperation (CEC)**

— Social Media Producer

Created and published social media content—including graphics—in three different languages across the organization's 10+ profiles.

Collected technical information from staff and translated it into compelling and strategic content.

Formulated briefs.

Coordinated with designers, video producers, illustrators, and digital strategists.

Led the organization's paid social media efforts.

Provided support at meetings abroad.

Contributed ideas and general advice on new opportunities and best practices in digital marketing and communication.

### 2015 to 2017 — **Design Shopp**

— Marketing Content and Social Media Specialist

Crafted social media content based on strategies identified by other members of the marketing team.

Designed digital banner ads and adapted them to fit various placements across Facebook and Google.

Wrote SEO descriptions for new websites.

Wrote blog content for clients.

Edited videos and produced motion graphics.

— Account Coordinator

Communicated with clients.

Drafted proposals and closed small deals.

Acted as the main point of contact between printers and the agency.

Entered content on WordPress and Megento websites.

Developed a system for recording client trainings.

### 2013-2014 — Waitress at **Ta Chido**

### 2010 - 2013 — Store Clerk at **Swatch**

## EDUCATION

### Class of 2021 — **Dawson College**

Graphic Design

### Class of 2016 — **Concordia University**

B.A., Communication Studies

## SKILLS

### Software

— Visual

Photoshop

Illustrator

InDesign

After Effects

Premiere

XD

Sketch

— Audio

Logic Pro

Ableton Live

### Social Media for Business

Facebook

Instagram

Twitter

LinkedIn

Medium

### Other

Copywriting

Video editing

Photography

Basic HTML and CSS

Audio recording

Audio editing

## LANGUAGES

**English** (proficient)

**Spanish** (proficient)

**French** (working knowledge)