

LUCIANA TRESPALACIOS

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Multidisciplinary graphic designer and communications professional.

EXPERIENCE

July 2021 to present — **MUTEK**

— Online Content and Community Manager

Craft and publish social media content in English and French.

Manage online community.

Design graphics and edit videos.

Help strategize and implement social media ad campaigns.

July 2021 to present — **Alison Sheri**

— Graphic Designer

Designed the print catalogue for Elena Wang's 2022 Spring/Summer collection.

Color-corrected photos to match the true color of the garments.

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.

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

Wrote SEO descriptions for new websites.

Edited videos and produced motion graphics.

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)