

# LUCIANA TRESPALACIOS

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Multidisciplinary graphic designer and communications professional with 5+ years of experience leading social media efforts, primarily in the non-profit sector.

## EXPERIENCE

*July 2021 to present* — **MUTEK**

— Online Content and Community Manager

Craft social media content in English and French.

Manage the organization's online community.

Design graphics and edit videos at need.

Help strategize, manage, and implement social media campaigns.

*June 2021* — **Alison Sheri**

— Graphic Designer

Designed the print catalogue for Elena Wang's 2022

Spring/Summer collection.

*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.

Designed digital banner ads.

Wrote SEO descriptions for new websites.

Wrote blog content for clients.

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)