

MICHELLE CONTRERAS

MULTIMEDIA DESIGNER

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ABOUT ME

A highly driven and experienced creative and marketing associate with an exceptional record of client and brand satisfaction. 8+ years of experience in media, event-coordinating and entertainment production environments. Broad expertise in partnerships and workflow organization. Possesses critical time management and communication skills. Proficient in working well independently or as part of a professional team.

EDUCATION

University of Central Florida

B.F.A in Film Production, Minor
in Mass Communications

2018 - 2021

Miami Dade College

Associates Degree in Theatre
Arts

2016 - 2018

EXPERTISE

Adobe Creative Cloud
Project Management
Event Coordinating
Multimedia Design
Digital Marketing
Final Cut Pro

EXPERIENCE

Senior Marketing Coordinator Sep 2022 - Present

Victoria's Secret PINK

Patterned digital landscapes globally and competitively to identify best-in-class benchmarks, inspire campaign development, uncover trends, as well as influence platform presence and strategy evolution. Served as @VSPINK's primary community manager, identifying trends, engaging with consumers in the brand voice, and assisting with creative brainstorming and production process for social channels.

Marketing Coordinator May 2021 - Sep 2022

Victoria's Secret

Created reports for marketing team using social listening, trend reports, and intimate knowledge of fashion/beauty/culture trends. Assisted with building compelling sets of stories to support product launches with creative teams. Owned the administrative upkeep of social channels including scheduling content, weekly reports, and campaign hindsights.

Multimedia Designer Sep 2018 - Apr 2021

University of Central Florida

Created marketing strategies to spread the word about UCF's resources, reached out to more than 66,000 students on campus, marketing services on campus through visual mediums. Specialized in graphic, video, and photo design + publishing.

CERTIFICATIONS

Adobe Certified Associate in Digital Video

Adobe

Issued Dec 2017

The Adobe Certified Associate (ACA) certification is the industry-recognized validation of one's skill in Adobe Premiere Pro CC. This certification requires in-depth knowledge of setting project requirements, understanding the Adobe Premiere Pro CC interface, as well as editing and exporting digital video using Adobe Premiere Pro CC.

LANGUAGES

English

Native/Bilingual Proficiency

Spanish

Native/Bilingual Proficiency

Portuguese

Professional Working Proficiency