Rosangela Bruno

Contact

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Education

Florida International University
Aug 2019 - April 2021

- Bachelor of Science in Public Relations, Advertising and Applied Communication (PRAAC)
- Minor in Social Media and E-Marketing.
- GPA 3.96.
- Gold and Blue Merit Scholarship recipient (Fall 2019 - Spring 2021).

Miami Dade College – Miami, FL
Aug 2017 - July 2019

- Concentration on architecture and design courses.
- GPA 4.00.
- American Dream Scholarship recipient.

Relevant Skills

- Creative advertising
- Detail-oriented
- Social Media Marketing
- Graphic design and editing
- Fluent Spanish and English
- Hootsuite, WordPress, Canva
- Adobe Creative Cloud (Photoshop, Premiere Pro, InDesign.)
- Microsoft Office (Excel, Word, Outlook, PowerPoint)

Social



rosangelabrunocom.wordpress.com

linkedin.com/in/rosangelabruno

Professional Experience

Event-Options Remote
GRAPHIC DESIGNER Jan 2021 - Current

- Designed marketing materials, such as wedding and tradeshow brochures, digital catalogs, and website thumbnails using Adobe Creative Cloud softwares and Microsoft PowerPoint.
- Conducted research on event industry and competitors to gain knowledge on market opportunities and keywords to integrate technical copywriting to marketing material.
- Communicated weekly with executives to present progress, evaluate marketing materials, and discuss new projects.

BOLD FIU Miami, FL.
ADVERTISING STRATEGIST Feb 2021 – Current

- Conducted market research on the restaurant industry, analyzed competitors, and identified opportunities to develop a strategic plan for the client, PlazaVenezuela305.
- Developed social media calendar based on research findings and the client's needs.

GRAPHIC DESIGNER Jan 2021 – Current

- Designed social media templates, logos, brochures, and other digital materials for brands such as Dedicated Cooling, FIU Theatre, and FIU MBUS.
- Collaborated with the Creative Team to brainstorm ideas and provide feedback on final client work.
- Communicated with Creative Director and Account Executive to adhere to brand guidelines and complete projects according to deadlines.

ACCOUNT EXECUTIVE Aug 2020 - Dec 2020

- Communicated weekly with the client, FIU MBUS, to develop a marketing strategy based on the brand objectives.
- Managed a marketing team of three and held weekly meetings to brainstorm ideas and supervise account progress.
- Increased brand awareness within the FIU community and grew the MBUS Instagram account reach by 150% and content interaction by 33% in 4 months.

ENJOY Professional Hair Care Miami, FL.
BRAND REPRESENTATIVE Jun 2019 - Aug 2019

- Conducted on site product demonstrations to highlight features, answer customer questions, and redirect concerns toward positive aspects.
- Demonstrated products and specific features at customer locations and special events.
- Assisted with social media and event organization.

Certificates and Recognitions

- Recipient of the Margo Berman Creativity Scholarship. April 2021
- Leadership Agility Micro-Credential April 2021
- International Community Engagement Project April 2021
- Phi Kappa Phi Honors Society April 2021
- Kappa Tau Alpha Honors Society April 2021
- Inbound Marketing Certified – HubSpot Academy Jan 2021
- Hootsuite Platform Certification Dec 2020
- Social Media Marketing Simulation – Mimic Social Dec 2020
- Computer-Aided Design Assistant Certificate Aug 2019