

# Luciano Cavazos

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🔗 <https://luciano-cavazos.github.io/master/>

## Education

2017 – 2021      **B.S, Advertising Management, Michigan State University**      East Lansing, Michigan

## Experience

2022

### Content Creator

- Organically grew a TikTok page to over 10,000+ followers in less than 6 months through creative content strategy and consistent posting
- Obtained over 120,000+ likes
- Obtained over 1,300,000 views by creating innovative and original content that resonated with viewers

2018 – 2020

### Created a Clothing Brand

- Designed Clothing
  - Used Photoshop and Illustrator to design new clothing items
- Marketed Clothing
  - Used Facebook Ads and Google Ads to promote my brand
  - Developed targeted ad campaigns that improved click-through rate by 15%
- Handled Customer Relations
  - Resolved customer complaints and concerns in a timely manner, reducing the number of escalated issues by 30%
- Managed Social Media Pages
  - Managed the production of all social media content, including photos, videos, and copywriting, resulting in a 10% increase in engagement
  - Responded to comments on posts
  - Successfully set up KPI's to grow the social media pages and brand which resulted in a 20% increase in followers

2016 – 2018

### Grew an Instagram Page

- Started a photography page on Instagram
- Posted pictures of nature and city landscapes
- Engaged with followers through comments and DMs, building a community of 10,000+ like-minded individuals.
- Increased engagement by 10% on average per post through the use of creative captions and hashtags

## Projects

### Media Campaign Project

During College, my team researched the consumers that are more likely to buy Adidas. Further, we researched Adidas' competitors and the competitive market share. We then made a media campaign using certain influencers and other media vehicles, while creating a budget on how much will be spent on this campaign and when this campaign will take place.

### Brand Insight Project

This project was for a class where I researched the social media around the NBA team, The Detroit Pistons. In this project, I research the sentiment that social media users had on the team along with the demographics of the audience that interacted with the brand.

## Related Course Work

### Integrated Campaigns

Development of integrated marketing and advertising campaigns for clients. Researching information. Analyzing situations. Developing strategic components. Executing creative, media, and marketing communication elements.

### Digital Analytics

Evaluate Data from Social Media Accounts and Their Competitors for Strategic Advertising

### Media Planning

Introduction to advertising media planning. Characteristics of media, media terminology and calculations. Use of syndicated media research and development of media plans.

### Consumer Behavior

Theories of consumer behavior and their applications to promotions disciplines. Using theories to solve problems and make managerial decisions faced by practitioners in advertising agencies, suppliers, and client-side marketing functions.

### Personal and Small Company Branding

Created a fictional brand that would be built from the ground up including making the logo, social media post schedule, and branding.

### Digital Media Creative Campaigns

Created a Media Campaign for a Fictional Music Group for Their International Tour to America

## Certificates

### Fundamentals of Digital Marketing

Google Digital Garage | Certificate ID: 75U 3WN FLF

### Google Ads Display Certification

### HubSpot Inbound Certification

### Google Ads Search Certification

## Skills

Google Ads • Inbound Marketing • Social Media Marketing • Digital Marketing • Microsoft Office • Adobe Photoshop  
Adobe Lightroom • Wordpress