

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