

Luciano Cavazos

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Education

2017 – 2021

B.S, Advertising Management, Michigan State University

East Lansing,
Michigan

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

- Google Ads Display Certification
- Google Ads Search Certification
- HubSpot Inbound Certification

Experience

Grew an Instagram Page

- Started a photography page on Instagram
- Posted pictures of nature and city landscapes
- Grew that page to over 10k followers on Instagram

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
- Handled Customer Relations
 - Answered customer emails and direct messages
- Managed Social Media Pages
 - Created posts and stories to the brand's Instagram page to promote new products
 - Responded to comments on posts

Skills

Google Ads

Inbound Marketing

Social Media Marketing

Digital Marketing

Microsoft Office

Adobe Photoshop

Adobe Lightroom

Wordpress