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

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

Projects

Media Campiagn 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.

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

Certificates

Fundamentals of Digital Marketing 🔗
Google Digital Garage | Certificate ID: 75U 3WN FLF

Google Ads Search Certification

Google Ads Display Cerification

HubSpot Inbound Certification

Skills

`Google Ads` `Inbound Marketing` `Social Media Marketing` `Digital Marketing` `Microsoft Office`

`Adobe Photoshop` `Adobe Lightroom` `Wordpress`