

# Alessandra Esquivel

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## Education

**Northwestern University**, Evanston, Ill., GPA: 3.87/4.00, June 2024

B.S. in Journalism, Integrated Marketing Communications Certificate, Segal Design Certificate

Medill Bay Area Immersion Program, Winter 2023

## Experience

**Concerts@Bienen**, Bienen School of Music, Evanston, Ill. September 2021 - present

*Graphic Designer, Photographer*

- Designed marketing promotional material, four ensembles a quarter, boosting visibility and anticipation of upcoming concerts.
- Delivered posters and brochures in targeted areas around Northwestern University, garnering a positive reception.
- Photographed concerts and operas, providing compelling visuals for future marketing materials.

*Recruiter (September 2022 and 2023)*

- Engaged with new students looking for a job on campus resulting in a record number of applications during hiring period.

**Northwestern Residential College Board**, Evanston, Ill. March 2023 - present

*Vice President of Public Relations*

- Identified core areas of communication weakpoints and increased followership and engagement on social platform by 15%.
- Facilitated cross-communication among officers from 10 residential colleges to foster a stronger sense of community resulting in annual Formal selling 441 of 450 tickets for the first time in two years, last year sold around 375.
- Applied Adobe Suite, typography skills, and illustration to craft captivating promotional materials for larger scale events allowing for increased resident engagement.

**Northwestern Women's Residential College, Hobart House**, Evanston, Ill., March 2022 - present

*Publicity Chair*

- Established and managed a weekly newsletter to keep around 50 residents informed about upcoming events, key announcements, enhancing communication and involvement within the community.
- Implemented a proactive social media strategy, including daily posts and interactive content, resulting in a notable increase in attendance and adopted by other residential colleges.

**Digital Product Development Course Capstone Project**, Evanston, Ill., March 2023 - June 2023

*User Experience Researcher, Client: SportHero*

- Collaborated with a cross-functional team to research, design and recommend new features for SportHero's desire to expand the customer base and increasing revenue, leading to insights the client can use.
- Consolidated all available information to understand the need and analyze the current markets to identify improvement areas.
- Effectively used user experience and interface design techniques to develop a user-centric feature that meets the clients needs.

**Advertising on TikTok User Experience Course**, San Francisco, Cal., January 2023 - March 2023

*User Experience Researcher, Client: TikTok*

- Conducted user research via interviews and surveys to uncover insights for enhancing the ad experience on TikTok.
- Identified advertising user journey pain points and opportunities, leading to innovative solutions that intrigued the clients.
- Utilized user-centered design methods to improve ad engagement, presenting findings to the TikTok team.

**Vertigo Productions**, Evanston, Ill., September 2022 and March 2023

*The Thing About The Dream: Photographer, Marketing Assistant*

- Collaborated in shaping and guiding the social media content strategy, resulting in improved performance.
- Captured compelling dress rehearsal photographs, effectively generating interest and boosting attendance for the show.

*Things I Wish I Said Out Loud: Marketing Director, Social Media Manager, Photographer*

- Formulated a comprehensive digital marketing strategy to increase awareness for an original student play, effectively engaging the college student demographic through interactive communication channels.
- Incorporated physical posters and banners as integral components of the strategy, resulting in enhanced awareness during the week of the show and achieving full-house attendance for all three performance.

## Activities

**NorthbyNorthwestern Fall Magazine**, Evanston, Ill., October 2023 - present

*Photographer*

**STITCH Fashion Magazine**, Evanston, Ill., April 2023 - present

*Photographer*

## Skills

- Tools: advanced in Adobe Creative Suite (Illustrator, InDesign, Photoshop), advanced in Canva, proficient in MailChimp, proficient in Google Trends, basic in Flourish, proficient in Figma and proficient in Asana.
- Other: bilingual in Spanish and basic coding (R Studio, Python, HTML, CSS)