

## **ROXANA CHACIN**

50 Biscayne Boulevard Apt. 3201, Miami, FL 33132 • (786) 501-0343 • chacinroxana@gmail.com

### **EDUCATION**

**Miami International University of Art & Design**

**Miami, Florida**

B.A. Advertising, GPA: 3.76

*Present*

#### **Honors:**

- **Dean's Honor Roll**
- **2016 Vance and Betty Lee Stickell Award**, selected as an outstanding member, Roxana Chacin University's student chapter of the American Advertising Federation.
- **Member of the Alpha Delta Sigma (AAF)**

### **RELEVANT COURSES**

- Design Fundamentals
- Image manipulation
- Digital Color Theory
- Digital Illustration
- Layout Design
- Business of Graphic Design
- Fundamentals of Marketing
- Application & Industry
- Fundamentals of Advertising
- Creative & Strategic Planning
- Concept Design
- Consumer Behavior
- Public Relations
- Interactive Planning
- Brand Strategy
- Advertising Copywriting

### **EXPERIENCE**

**District Creative Studios**

**Miami, FL**

*Intern*

*September 2015 – November 2015*

- Worked as a social media specialist, creating content, designing images and scheduling posts followed by a strategy for companies and local brands.

### **RELATED COURSEWORK**

**Concept Design**

**Miami, FL**

*Tokyo Blue Rebranding Project*

*Summer 2015*

- Design a new image for a sushi restaurant including, touchpoints, promotion strategy, logo and interior design.

**Public Relations**

**Miami, FL**

*William Benedetti Project*

*Fall 2015*

- Branding for an Italian musician including social media, events, press promotion and public relations.

**Creative & Strategic Planning**

**Miami, FL**

*Lincoln Road Project*

*Fall 2014*

- Rebranding for Lincoln Road including logo, ads and press promotion.

### **SKILLS**

- **Computer Software:** Photoshop, InDesign, Illustrator, Microsoft Office
- **Languages:** Native Spanish, Fluent English
- **Highlights:** Quality leadership, Enthusiastic team player, Innovative, Fast learner, Human relations skills