



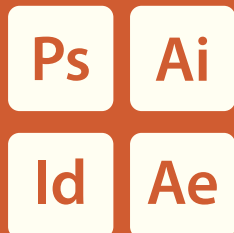
## SKILLSET

Strategic Planning  
Time Management  
Critical Thinking  
Attentiveness  
Passion for learning  
Adaptability  
Effective communication  
Work well autonomously  
and in a team

## EDUCATION

Graphic Design  
Advanced Diploma  
St. Clair College  
EXPECTED APRIL 2025

## SOFTWARE



## LANGUAGES

Spanish  
Native  
  
English  
Proficient  
  
French  
Conversational

## REFERENCES

Available upon request.

## CONTACT ME

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# LAURA NARANJO

**Social Media Manager, Graphic Designer, Student Ambassador** 2022-2024  
St. Clair College - Windsor, Ontario

- Developed a distinctive look, feel and tone for the International Department's social media
- Created promotional graphics (presentations, banners, flyers and trifold) in different languages for international recruiters to utilize during fairs and meetings abroad
- Captured photos and videos of institutional events and used them for promotional material
- Engaged directly with other international students as an Ambassador, fulfilling my role as an experienced guide and mentor
- Participated in numerous projects for social media and educational content.
- Prepared and conducted workshops in the areas of Sexual Violence Prevention and Campus Safety.
- Lead promotional tables in multiple campus events, like orientations and fairs.

**Social Media Manager and Content Creator** 2022  
Viajes Geotours - Medellín, Colombia

- Monitored online presence of the company's brand to interact with users and strengthen customer relationships.
- Represented the company by directly engaging with customers and clients regarding detailed inquiries and redirecting to required departments
- Captivated online audiences by placing strong focus on sales process support and responding to questions and comments timely and knowledgeably
- Maintained current understanding of the industry; genre trends, enhancing writing and marketing success

**Contract and Freelance Blog Writer** 2020  
Viajes Geotours - Medellín, Colombia

- Provided a 1.000 to 1.500 word article of various topics related to the company's destinations, plans and objectives, per week.
- Selected photographs and pieces of media following copywriting criteria and utilizing platforms that support independent photographers.
- Received training and executed successful marketing strategies.
- Utilized basic knowledge of SEO and the research of keywords, their placement and effectiveness with the purpose of improving the positioning of the company's website
- Utilized Wordpress and its features to create interactive and intricate articles.

**Voice Over Artist** 2012-2024  
Fauna Digital, Viajes Geotours and Agencia de Voces - Medellín, Colombia

- Applied a wide range of tone according to the specific multimedia content requested by the company.
- Basic audio editing skills using softwares such as Audacity.
- Publicized promotional material through storytelling and infographic material.
- Audio footage was sent to renowned colombian companies to be used for video tutorials, educational videos and promotional content.