

Lizbeth M. Herger Reguero

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EDUCATION

Boston University

GPA 3.6 Class of 2018

Anderson Ranch

Experimental Screenprinting 2016

Academia Di Belli Arti Di Venezia

Printmaking 2016

Abate Zanetti Glass School

Glassblowing 2016

Commonwealth-Parkville School

GPA 3.8, Class of 2014

SKILLS

Fluent in:

Spanish

English

Italian(Beginner)

Design Software

Advertising/Communication/Marketing

Social Media Analytics

Google Analytics

Web Development /HTML & CSS

Typography

Photography/ Videography

Salsa/Merengue

Editorial Publishing

Snapchat/Instagram

Experience & Event Design

Branding

Content Creation

DESIGN

**Boston University College of
Communication's Design Center
Boston, MA.**

Work along with faculty and University staff
in branding and creating visual content for
university-wide events.

2016-2018

AGENCY

J. Walter Thompson

San Juan, Puerto Rico.

Took part in an intensive 8 week internship.
Worked under the creative and digital
department with a mentor and received
full company training. Created a video
campaign for Chef Boyardee Back To School,
Puerto Rico Tourism Company and Triple-S
Advantage.

2016

Sajo Garcia Alcazar Agency

San Juan, Puerto Rico.

Participated in an intensive 6 week summer
internship. Created full 360 campaigns for
clients and presented them weekly. Sold
Liberty Everywhere campaign.

2015

FREELANCE

O:live Boutique Hotel

San Juan, Puerto Rico

Collaborated in the development,
conceptualization, and design of the hotel's
social media presence.

2018

Blix Matrix

San Juan, Puerto Rico.

Worked with start-up nutritionist on
branding and promotional material for her
clinic and practice.

2016

Dale Click

San Juan, Puerto Rico

Branded and created promotional material
for a Digital Marketing firm and their clients.

2017

Font used in name is Cairoli, a font digitized and
re-designed by myself.