



## LUISA POU

Strategic Planner

### CONTACT

Miami, Florida  
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### HONORS

Dean's Honor List Summer 2014

Account Planner for 2015  
NSAC Competition

### SKILLS

Proficient in Adobe Creative Suite  
(Photoshop, Illustrator, InDesign)

Proficient in Mac  
and Microsoft Programs

Public Speaking

Social Media Strategies

Team Coordination

Analytical Skills

Bilingual (English, Spanish)

Multi-Format Writing Skills

### EDUCATION

Miami International University  
of Art and Design

B.A. Advertising June 2015

### EXPERIENCE

**Synkt Games** Miami, FL 1/15 - Present  
Advertising Intern

Collaborated with the company's creative director to develop and promote events for Miami's millennial and casual gamer community.

Developed and managed creative social content campaigns to increase brand awareness using management applications such as Buffer.

Managed the development of campaigns like "#Draft4Prizes", which I composed. This campaign increased community engagement and garnered the attention of current followers, increasing engagement by 90%

**Science Club** Washington, DC 3/13 - 1/14  
Assistant Event Coordinator/Waitstaff Supervisor

Served as a liaison between clients and owners to communicate and calculate event budgets.

Trained and supervised FOH staff in addition to creating employee schedules.

Photographed events to create digital content for social media sites.

Managed event request emails, ensuring that clients were responded to in a timely manner and events we scheduled accordingly.

**Hotel Victor** Miami Beach, FL 9/11 - 5/12  
Front Desk Agent/ Concierge

Created hotel reservations utilizing Opera Hotel Management software system.

Assisted guests with hotel-related operations and attended to immediate needs of all guests pre-arrival. Followed attention throughout stay, and post stay.

Coordinated all guest requests for special arrangements or services efficiently.

Implemented creative tactics such as "Morning After Pillow" that provided guests with energizing and hydrating products.