

**Lourdes Salazar Castillo**

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**Education**

Parsons School of Design

BFA Communication Design 2023

**New Work Agency, New York, 2022****- Advertising Video Production Assistant**

- ★ Responsibilities: Assisted in the production of advertising videos for a prominent tech company.

**Knack Talent, Los Angeles, 2021****- Graphic Designer**

- ★ Responsibilities: Helped create the brands visual identity, designed stationery, visual assets, and created a social media plan and template.

**Rebelle Women, Guatemala City, 2019****- Content Creation Intern for Media Platform**

- ★ Responsibilities: Engaged with the community through educational video content, addressing social issues and promoting positive discussions, while managing social media strategies that encourage active participation.

**Museo Ixcel, Guatemala City, 2019****- Associate for the National Textile Museum**

- ★ Responsibilities: Facilitated educational visits and workshops for school groups, fostering a love for culture and arts within the local community and welcoming tourists and visitors to ensure a warm and inviting experience.

**Renou, Guatemala City, 2017 - 2018****- Founder of Online Sustainable Clothing shop**

- ★ Responsibilities: Started one of the first curated second hand vintage shops in Guatemala city spearheaded community-focused initiatives such as pop-up shops and collaborative retail markets promoting sustainable fashion choices.

**Martes Creativo Design Studio, Guatemala city, 2017****- Graphic Design Intern**

- ★ Responsibilities: Produced compelling content for clients' social media channels. Proficiently edited and organized photos using Adobe Photoshop and Lightroom.

**Skills**

- ★ Adobe Creative Suite, Photo & Video Editing, After Effects, Motion Graphics, Digital Product Design, Figma, HTML, CSS, Digital Photography