

# Ana Tejedor

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## EDUCATION

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### University of Miami

*BBA in Marketing and B.S in Exercise Physiology*

*Minors: Creative Advertising and Graphic Design*

**GPA:** 3.895 **Honors:** Magna Cum Laude

**Coral Gables, FL**

*December 2024*

## WORK & LEADERSHIP EXPERIENCE

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### iba Energy Drink

*Content Manager and Designer*

**Coconut Grove, FL**

*September 2023 – December 2024*

- Develop and implement social media strategies to enhance brand visibility and engagement
- Achieved a significant growth in followers, increasing the audience from 500 to almost 9,000
- Design promotional materials, including packaging, posters, and merchandise, aligning with iba's branding guidelines and objectives
- Create compelling visual content, including graphics and videos to showcase iba's product features and benefits across various digital platforms
- Coordinated influencer marketing initiatives, including outreach, event planning, and PR strategies.

### Qnary

*Design Intern*

**Miami, FL**

*June 2023 – August 2023*

- Assisted in the creation of various assets aimed at enhancing individuals' personal image, including video editing, Instagram content creation and websites using WordPress
- Managed content posting across multiple social media platforms to ensure consistency and engagement.
- Collaborated with the team in developing personal websites using WordPress.

### University of Miami Student Affairs Communications and Marketing

*Graphic Designer*

**Miami, FL**

*August 2021 – June 2023*

- Create content for digital platforms including websites, and social media that promote engagement and drive awareness
- Develop 50+ advertising campaigns for organizations such as sports teams, media production, and restaurants which have resulted in significant reach (25,000+ views)
- Designed merchandise such as t-shirts, hats, and socks to include organizational and school logos

### Santa Ana Casa de Huespedes

*Content Manager*

**Cartagena, Colombia**

*May 2021 – August 2021*

- Designed and created a website that included the creation of wireframes, video-editing, and Tik Tok videos which increased followers by +300%
- Redesigned Instagram and Facebook accounts to showcase a more modern appearance

## SKILLS, ACTIVITIES & INTERESTS

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**Languages:** Fluent in English and Spanish and conversational proficiency in French

**Technical Skills:** Adobe Illustrator, Photoshop, InDesign, WordPress, Web Design, Microsoft PowerPoint, Excel

**Certifications & Training:** NCSF Certified Personal Trainer, Adult First Aid/CPR/AED, Google Ads, Adobe CC

**Activities:** High-Performance tennis player, Content Creator (40k+ followers),

**Interests:** Tennis, Padel, Sports Marketing and Advertising, Design, Personal Growth, Organization, Content Creation, Health and Wellness.