

alexandra cabrera*

art director

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EDUCATION

2015-2018

University of Miami; Miami, FL

Awarded the 2018 Excellence in Advertising award from the Communications school.

2017

Cannes Lion International Festival of Creativity; Cannes, France

Student Delegate

LEADERSHIP

2017-2018

CREATIVE DIRECTOR - ORANGE UMBRELLA STUDENT CONSULTANCY

Creative Director at Orange Umbrella Student Consultancy, an advertising consultancy started and run solely by students. Responsible for managing and overseeing our team, participating in client meetings, and creating deliverables for clients across the US.

2017-2018

CREATIVE DIRECTOR - UNIVERSITY OF MIAMI ADVERTISING TEAM

Creative Director for the University of Miami's National Scholastic Advertising Competition team. Responsible for managing and leading the team during the creative development process. Placed first at regionals.

2016-2018

EXECUTIVE BOARD MEMBER - NICO'S PROMISE; MIAMI CHILDREN'S HEALTH FOUNDATION

Executive board member for Nico's Promise: A Journey of Hope and Healing, a bereavement foundation at Miami Children's Health Foundation. Responsible for branding creation, aiding in fundraising efforts, and social media outreach.

EXPERIENCE

2018

CREATIVE ONE CLUB PARTICIPANT - 72ND SUNNY AMSTERDAM

Worked with participants from around the world and creatives from 72nd Sunny to develop and pitch a full campaign to their Creative Directors and executives from the Ikea, the client.

2016-2017

ART DIRECTOR - UNIVERSITY OF MIAMI ADVERTISING TEAM

One of twenty three members who competed at the National Scholastic Advertising Competition. One of four presenters to pitch the campaign to the client at the competition.

2015-2016

AB&A ADVERTISING FREELANCE GRAPHIC DESIGNER

Created digital media products and billboards for clients. Worked with Ocean Cadillac, Mazda, and Brickell Motors (Honda, Buick, and GMC).

2015-2016

FREELANCE GRAPHIC DESIGNER

Worked with non-profits such as The KeyClub House, Nico's Promise Bereavement Foundation, Rockin' for Charity, and Flow for a Cause to design elements that are a critical component of fund raising efforts.

2014-2015

LOYOLA ADVERTISING TEAM

Only Freshmen on a team of 12 who competed nationally at the National Scholastic Advertising Competition with Pizza Hut as the client. The team placed second at districts. This was the first time Loyola had placed in over 12 years.

PROFESSIONAL SKILLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

MUSE

PREMIERE

AFTER EFFECTS

PHOTOGRAPHY

SOCIAL MEDIA SKILLS

TWITTER

INSTAGRAM

FACEBOOK

SNAPCHAT

TUMBLR

GOOGLE DRIVE

PINTEREST

LANGUAGE SKILLS

ENGLISH

SPANISH