

CLAUDIA GUERRA

🌐 claudiawarguerra.com
✉ claudiawguerra@gmail.com
☎ 786-608-3878

EDUCATION

Florida State University, Aug 2020
Bachelors of Fine Arts, Studio Art
Concentration: Drawing, Painting,
Photography

SKILLS

- Adobe Creative Suite:



- Fluent in Spanish and English
- Microsoft Office

AWARDS

- Creative South Conference scholarship, April 2019
- FSU Campus Recreation Student Service Marketing Annual Distinction Award, May 2019
- American Marketing Association International Collegiate Conference Scholarship, Feb 2020
- FSU Campus Recreation Shining Star Award, May 2020

SPECIAL PROJECTS

Photographer

STRIKE Magazine, Publication
April 2018

- Assisted in direction of models and facilitating photoshoot.
- Produced photographs and final edits of material for publication

Photographer/Curator

WOMANHOUSE, Solo Show
Feb 2020

- Created and compiled artwork for show with tools such as Lightroom, Photoshop, and an Epson inkjet printer
- Provided creative vision, storyboard, and concept design for curation
- Directed technical adjustments and set-ups of the gallery

EXPERIENCE

Social Media Manager / Graphic Designer

Cosabella Beauty Salon
Aug 2019 - Present

- Create content and designs for Instagram, schedule daily posts through Preview
- Monitor social media development, analytics, and execution of marketing strategies
 - substantial user engagement, increase of 133-200% per post
- Oversee online presence of business' trademark, reinforcing approximately 2,000+ customer interactions
- Brand voice development, expansion of social assets—including visuals and copy, driving social strategy through virtual beauty networks and clientele

Senior Photographer / Outreach: Content Creator

Florida State University, Campus Recreation Marketing Department
Oct 2017 - Aug 2020

- Revamp documentation of activities and events across six facilities and large-scale campus events
- Execute and organize post-production of images with Lightroom and Photoshop
- Directed small and large scale photoshoots, prepared props, backgrounds and set design
- Develop visual content for website and various social platforms: Facebook, Instagram and Twitter
- Implement marketing and branding geared towards the department's and university's mission
- Create interpersonal content to engage audience on social media platforms: Twitter and Instagram management with tools such as Basecamp and Sprout Social
 - Twitter Impressions increased 222% and engagements by 709%
 - Instagram Impressions increased by 415% and engagement by 236%
- Authored series "Leach Journeys", illustrating storytelling through patron's experiences with the department. These narratives performed 90% better than average posts

Photographer / Art Direction

Freelance
Sep 2018 - Present

- Create content, design and brand development for small businesses, influencers, and musicians
- Administer shoots catered to individual clientele and their brand
- Establish interactive consultation with clients during pre and post production periods to ensure optimal outcome

Photographer

Florida State University, Museum of Fine Arts
Aug 2019 - May 2020

- Executed documentation of opening exhibitions, along with images designated for website, social media and print publications
- Revitalized an archive of artwork in the museum, a permanent collection of over 6,000 objects with high quality images and post production
- Photographed events hosted by the museum, promoting usage of the institution and art within the community of students, faculty of Florida State, and Tallahassee residents

Photographer

Florida State University, Phyllis Straus Gallery
Sep 2019 - May 2020

- Founded and operated Photographer position
- Directed and generated photographs of curated shows for gallery's social platforms: Facebook, Instagram, as well as documentation for artists' professional usage
- Oversaw documentation of a student-run space where artists showcased their work
- Revamped visual presence, maximized visitor attendance in gallery