

LINDA MARROQUIN

CREATIVE

956-358-1135
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Edinburg, TX

OBJECTIVE

Seeking a position where I can bring my creativity and skills to drive success in social media and creative services. Dedicated to delivering innovative solutions and contributing to the growth and impact of graphic design, content creation, and marketing initiatives within your organization.

SKILLS & ABILITIES

Fluent in both Spanish and English, I possess strong bilingual communication skills essential for diverse environments. My experience spans various facets of creative services, including traffic coordination, workload analysis, and delegation, as well as leadership roles within graphic design teams. Additionally, I excel in social media community management and am adept at handling inquiries, scheduling posts, and monitoring interactions. Proficient in Adobe Creative Suite, MS Office, and collaboration tools such as Zoom, Slack, and Wrike, I bring a comprehensive skill set to drive success in dynamic roles. I am adept at fostering teamwork and streamlining project workflows.

EXPERIENCE

May 2022 - Present

Creative Services Traffic Coordinator

Division of Student Affairs at The University of Texas Rio Grande Valley
Edinburg, TX

Efficiently coordinate workflow and task delegation within the creative team while leading graphic design projects. Analyze workload distribution, manage project timelines, and foster clear communication to ensure timely and high-quality deliverables.

July 2021 - May 2022

Graphic Designer

Office of Student Life at The University of Texas Rio Grande Valley
Edinburg, TX

Conceptualized and produced visually compelling designs for various projects, adhering to brand guidelines and project specifications. Collaborated with cross-functional teams to ensure alignment with creative objectives and deliver high-quality graphics within deadlines.

December 2019 - August 2020

Social Media Manager

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Remote (Mexico)

Oversaw social media account, engaging with followers and addressing inquiries promptly to enhance customer satisfaction. Managed appointment schedules for nutritionists, ensuring seamless client experiences. Implemented strategic outreach initiatives to promote services and fostered online engagement to expand clientele base.

March 2024 - Present	Content Coordinator 316 Studio Remote (Mexico) Managed content creation and scheduling for diverse clients across industries. Conducted on-site visits to capture high-quality photos and videos. Developed detailed monthly content calendars for social media platforms, including scheduled posts and captions.
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EDUCATION

August 2020 – May 2024	Bachelor of Art in Graphic Design (Graduation: May 2024) The University of Texas Rio Grande Valley <i>Edinburg, TX</i> Completed a curriculum in graphic design with a comprehensive outlook in visual communication principles and cross-functional applications such as advertising, UX/UI, art direction for multiple channels including social media, as well as collaboration within marketing workflows.
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HONORS & CERTIFICATIONS

February 2023	National Geographic Photo Camp (Certificate of Completion) National Geographic <i>Brownsville, TX</i> National Geographic Photo Camp is an immersive photography program designed to inspire and empower students through storytelling and visual expression. Led by professional photographers and educators, participants explore their creativity, develop technical skills, and gain insights into the world of photography while capturing compelling narratives from their communities and beyond.
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REFERENCES

Available upon request.