

# REGINA

## CERNA MATAMOROS AND I AM A GRAPHIC DESIGNER ✱

INNOVATIVE GRAPHIC DESIGNER AND PHOTOGRAPHER WHO TRANSFORMED A PASSION FOR CERAMICS INTO THE THRIVING BUSINESS CERNAMICA, ENHANCING CREATIVITY AND RELAXATION FOR CLIENTS. DEVELOPED A COMPREHENSIVE MARKETING AND VISUAL COMMUNICATION STRATEGY, RESULTING IN SIGNIFICANT BRAND ENGAGEMENT AND CUSTOMER SATISFACTION.

## WORKING EXPERIENCE

### CREATIVE DIRECTOR & ENTREPRENEUR

CERNAMICA

'20 - '22

- Launched Cernamica, a ceramic painting kit business, boosting consumer engagement by 30% and leading to a sustainable online community.
- Pioneered a comprehensive branding strategy, culminating in a 25% increase in social media following and customer retention.

### PHOTOGRAPHER & MARKETING

FREELANCE

'22 - '23

- Executed a photographic series '60% Project', illustrating the role of water in life, garnering acclaim and enhancing digital content viewership by 40%.
- Spearheaded brand development for Fotoya, crafting guidelines and marketing plans that elevated the company's profile and increased market share.

## CONTACT ME, HERE!

+52 1 (271) 189-1033  
RC033671@GMAIL.COM  
@RCM\_CREATES



## EDUCATION

### UNIVERSITY OF TEXAS RIO GRANDE VALLEY

BACHELOR OF ARTS IN GRAPHIC DESIGN  
MINOR IN MARKETING

### ACHIEVEMENTS

- AWARDED SILVER AT UDA POSTER STUDENT COMPETITION.
- SECURED 3RD PLACE AT ADDY AND TEXAS STATE YOUTH CREATORS AWARDS FOR PHOTOGRAPHY.
- SECURED 3RD PLACE AT THE NATIONAL LEVEL AT A GRAPHIC DESIGN COMPETITION.

## MY SKILLS

ENGLISH

SPANISH

GRAPHIC DESIGN & BRANDING

PHOTOGRAPHY

PLANING

ENTREPRENUER

MARKETING

WEBSITE DESIGN

PAINTINGS