

CLAUDIA MARTINEZ

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EDUCATION

Northeastern University

Boston, MA

BA in Communications and Graphic and Information Design, Minor in Marketing

May 2025

Dean's List Spring 2024 and Fall 2024

Relevant Coursework: Social Media Analytics, Advertising and Brand Promotion, Advertising Services, Consumer Behavior, Intro to Marketing, Brand Management, Public Relations, Visual Communications

WORK EXPERIENCE

Wave Collective

Boston, MA

Creative Intern

May 2024 - August 2024

- Designed graphics for clients' socials to ensure visual consistency with brand identity, increasing consumer engagement.
- Created content and crafted clients' Instagram Reels that resulted in a 3x increase in views.
- Supported photoshoots for big corporations like Primark by developing mood boards, conceptualizing visual themes, sourcing props, and assisting with behind-the-scenes tasks.

Scout

Boston, MA

Graphic Designer

January 2024 - May 2024

- Collaborated with a team of designers to complete two semester-long projects, delivering creative designs tailored to client needs.
- Expanded a client's branding package by creating merchandise, packaging, and promotional visuals, resulting in a more cohesive and impactful brand presence.
- Developed a client's website in Figma, integrating brand elements to enhance aesthetics, functionality, and user experience, resulting in improved satisfaction and retention.

Melwood Global

Boston, MA

Account Coordinator

July 2023 - December 2023

- Edited video content for a state-wide healthcare social media campaign aimed at recruiting healthcare workers, ensuring clear messaging and visual appeal, reaching over 100k+ viewers.
- Managed and crafted tweets for a Boston public figure, enhancing their online presence by accumulating a 30k+ reach.
- Crafted graphics to inform citizens about social issues raising awareness and promoting safety.

Metro Trading

Panama City, Panama

Marketing and Sales Assistant

May 2020 - July 2021

- Assisted in the shift from in-store to online presence during the pandemic, managing SKUs, product images, and regular merchandise updates.
- Produced and executed creative campaigns with limited resources, adapting strategies for smaller-scale mid-pandemic campaigns on marketing, social media, and photoshoots.
- Curated the store's clothing collection and assisted with customer service to ensure efficient product delivery and communication.

Tia Gladys Cocina

Panama City, Panama

Social Media Manager

January 2020 - July 2021

- Captured high-quality product images for Instagram posts and stories, increasing followers by 3,000 within 8 months.
- Enhanced client communication with prompt, personalized service, resulting in 30 loyal repeat customers.
- Generated visually appealing and user-friendly online menus, improving customer experience and engagement.

SKILLS

Technical skills: Microsoft Office Suite, Meta Business Suite, Facebook Ads Manager, Adobe CC, Hootsuite, Canva

Soft skills: Creativity, Communication, Adaptability, Problem-Solving, Teamwork, Attention to Detail, Strategic Thinking

Languages: Native in Spanish, Fluent in English