

ELENA CASTRO VALENCIA

ART DIRECTOR



CONTACT



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(202) 352-0065



[LinkedIn](#)



[Portfolio](#)



SKILLS

- Spanish and Portuguese (Fluent)
- Microsoft Office
- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
 - Lightroom
 - Premier
 - XD
- Procreate
- Website Design
- Video-editing programs



EDUCATION

FIU | Miami Ad School

Aug. 2023 - Current

*Masters in Global Strategic Communications,
Art Direction*

Emory University

Aug. 2018 - May 2022

*Bachelor of Business Administration,
Marketing & Consulting*



WORK EXPERIENCE

Alma Advertising

Art Direction Intern

Jan. 2025 - Mar. 2025

- Designed marketing materials for McDonald's, ensuring brand consistency and visual impact
- Created engaging social media content for Alma's social media account
- Contributed creative concepts for McDonald's campaigns, collaborating with the team to develop innovative ideas.

Campus Recreation | FIU

Marketing Assistant

Oct. 2023 - Current

- Produced engaging digital, print, social media, and video content to drive brand visibility and audience engagement
- Provide event coverage and edited photos and videos for high-quality content across platforms

Azul Arc

Marketing Coordinator

May 2022 - May 2023

- Develop a cross-channel social media strategy to engage different customer segments
- Created and executed content calendars to increase engagement and brand awareness

The Hatchery | Emory University

Communications Innovation Coordinator

Sep. 2021 - May 2022

- Created and managed weekly social media posts, leading to a 30% increase in engagement among students.
- Revamped the organization's brand image with a modern design, enhancing appeal to the target audience.