

Ana J. Abreu

📍 Charlotte, NC

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Experience **LoanBoss**

Marketing Coordinator

Developed and implemented company and product strategies. Managed and monitored the SEO using Google analytics and SEMrush, achieving a score of 96 out of 100 from the initial score of 80 within my first month. Designed corporate documents and presentations such as business plans, brochures, sale banners, flyers, leaflets, and posters. Created and designed branding strategies and contents to deliver a persuasive yet cohesive for our audience. Created and managed landing pages using HubSpot, WordPress and HTML.

Upped Events – July 2021 - August 2021

Product Design/UX/UI Intern

Worked collaboratively with the C level, developers, and the design team as UI/UX design intern. Developed user personas based on the UX research and data analytics. Generated wireframes, interactive prototyped and hi-fidelity visual UI design mockups for mobile and desktop.

AB Designs – April 2019-Present

Freelance Graphic Designer

Developed concepts, graphics and layouts for product illustrations, company logos, and website designs. Managed client proposals from typesetting through to design, print, production, and packaging materials.

AmeriCorps (Emerging Leaders) – 2017-2018

Coach -Mentor

Transition counseling and support for high school student's projects. Provided and created personalized tutoring and homework support. Coordinated and proposed multiple events to support and make a better community.

Skills *Technical*

Website Design	Advertising Design	Procreate	Adobe CC:
UI/UX Design	Social Media Design	Maya AutoCAD	Illustrator
Branding Design	Typography	HTML	InDesign
Product Design	Printing	HubSpot	Adobe XD
Marketing Design	Figma	Workpress	Dimension
			Photoshop

Education **Middlesex County College – 2019-2021**

Associates in Media Arts and Advertising Graphic Design

- Graduated best in class with a 3.8 GPA
- Acquired skills on Adobe Suite and 3D modeling with Maya AutoCAD

Stack Skills Certification – 2020-2021

Adobe CC Complete

- Principles of Graphic Design
- Complete suite of Adobe Creative Cloud

Honors & Awards

- Theta Kappa Honors Society Member.
- Dean List Honor Student.
- Creative Excellence in Advertising Graphic Design Program.
- Young Parliament Society Program Certification.
- High School Honor Student Award, GPA 3.7

