

MILENA AGUILAR

COPYWRITER

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AWARDS

Silver Addy Award

Out of Home Campaign.

02/2022

Silver Addy Award

Print Campaign. 02/2022

Scad Dean's List

2020-2023

CERTIFICATION

Lextant

SKILLS

Illustrator

Photoshop

InDesign

After Effects

Microsoft Excel

Microsoft Word

Microsoft Powerpoint

Languages

Spanish (Native)

English (Fluent)

EDUCATION

Savannah College of Art and Design (SCAD)
Savannah, GA. B.F.A Advertising and Branding
Minor on Art Direction
GPA: 4.0
Graduation: June 2023

EXPERIENCE

Let's Recloset, Guayaquil, Ecuador. — Co-founder

October 2020 - December 2021

- Determined target audiences for products and aligned campaigns with demographics.
- Researched market trends and customer needs to better inform product development and drive consumer engagement.
- Developed relationships with clients and provided individualized customer service to maintain longevity of accounts.
- Managed campaign development, creating designs, copywriting and editing posts and ads.

BMW x Scad Pro

Spring 2023

- Researched for BMW expansion inside the metaverse.
- Wrote the script for presentations
- Brainstormed to develop an innovative idea for BMW inside the metaverse.
- Contributed to the development of a compelling narrative for the concept
- Utilized creativity and critical thinking to generate unique and impactful concepts for BMW expansion.
- Collaborated effectively with team members to achieve project objectives.
- Design process book of the project.

Zona Scad Pro — Art Director

Spring 2022

- Creative directed Zona app launch marketing strategy.
- Managed social media for app launch.
- Conducted product naming and research for Scad Pro.
- Developed and executed multi-channel ad campaigns.
- Contributed to successful app launch and positive feedback.
- Skilled in marketing strategy, creative direction, social media, and campaign development.