


# CLAUDIA GUERRA

## CREATIVE DIRECTION

### EDUCATION

**Florida State University, 2020**  
Bachelors of Fine Arts, Studio Art  
Concentration: Drawing, Painting,  
Photography

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### SKILLS

Adobe Creative Suite:



Fluent in Spanish and English  
Microsoft Office  
Copywriting & Editing  
Market Research  
Database Creation

### SPECIAL PROJECTS

#### Photographer

**STRIKE Magazine, Publication**  
April 2018

- Assisted in direction of models and facilitating photoshoot.
- Produced photographs and final edits of material for publication.space for artists to showcase their work.

#### Photographer/Curator

**WOMANHOUSE, Solo Show**  
Feb. 2020

- Created, touched up, compiled artwork for show with tools such as Lightroom, Photoshop, and an Epson inkjet printer
- Provided creative vision, storyboard, and concept design for curation
- Directed technical and workspace adjustments and set-ups of the gallery

### AWARDS

- Creative South Conference scholarship, April 2019
- FSU Campus Recreation Student Service Marketing Annual Distinction Award, May 2019
- American Marketing Association International Collegiate Conference Scholarship, Feb. 2020
- FSU Campus Recreation Shining Star Award: Leach Peach, May 2020

### EXPERIENCE

#### Senior Photographer & Outreach: Content Creator

Florida State University, Campus Recreation Marketing Department  
Oct. 2017 - Aug. 2020

- Revamp documentation of activities/events within the departments' facilities: sports, fitness facilities, large-scale campus events.
- Execute post-production of images to ensure highest quality with Adobe programs: Lightroom and Photoshop.
- Develop visual content for website and various social platforms: Facebook, Instagram and Twitter used to promote assets of the department.
- Implement marketing and branding geared towards departments' mission.
- Create interpersonal content to engage audience on social media platforms: Twitter and Instagram which facilitated the departments' objective with tools such as Basecamp and Sprout Social.
  - Twitter Impressions increased 222% and engagements by 709%
  - Instagram Impressions increased by 415% and engagement by 236%
- Authored series "Leach Journeys", illustrating storytelling through patron's experiences with the department, these narratives perform 90% better than average posts.

#### Photographer / Art Direction

Freelance

Sep. 2018 - Present

- Launch content for clientele: design and conceptualize artistic vision, portrait/lifestyle photography, and professional headshots.
- Administer shoots catered to individual customers and their brands.
- Establish interactive consultation with clients during pre and post production periods to ensure the desired outcome.

#### Social Media Coordinator/Graphic Designer

Cosabella Beauty Salon

Aug. 2019 - Present

- Create content and designs for Instagram, schedule daily posts through Preview .
- Monitor social media development, analytics, and execution of marketing strategies — substantial user engagement by 133-200% per post.
- Oversee online presence of business' trademark while reinforcing customer interactions by engaging users.

#### Photographer

Florida State University, Museum of Fine Arts

Aug. 2019 - May 2020

- Handled documentation opening exhibitions and patrons interacting with artwork for website, social media and print publications.
- Executed an archive of artwork in the museum, with a permanent collection of over 6,000 objects.
- Produced photography for events held by the museum, promoting usage of the institution and art within a community.

#### Photographer

Florida State University, Phyllis Straus Gallery

Sep. 2019 - May 2020

- Generated photographs of curated shows for gallery's social platforms, as well as documentation for artists' professional usage
- Oversaw visuals documentation for a student-run space for artists to showcase their work.