

Michelle Gonzalez

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DIGITAL AND INTERACTIVE MEDIA

As a driven professional with a background in Digital and Social Media, specializing in Marketing, I am passionate about crafting engaging visuals that enhance brand visibility and deliver measurable results. My goal is to work with brands in expanding their digital presence while fostering meaningful audience engagement. I'm eager to leverage my strategic skills and passion for social media to help drive your brand's success.

SKILLS

Social Media	Marketing	Photography	Videography	Creative Cloud
Graphic Design	Brand Awareness	Video/Photo Editing	Motion Graphics	Bilingual
Illustration	Brand Identity	Visual Storytelling	2D Animation	

SOFTWARES

Adobe Premiere Pro	Adobe Photoshop	Cinema 4D	Canva
Adobe After Effects	Adobe Lightroom	Redshift Renderer	Final Cut Pro
Adobe Illustrator	Adobe Dreamweaver	Procreate	Blender

PROFESSIONAL EXPERIENCE

Florida International University **Dec 2022 - Present**

Digital Creative Designer

Actively assisted in the creation of diverse social media content, AR filters, 2D/3D motion graphics, and animations. Played a key role in creative brainstorming sessions, where ideas and concepts turned into collaborative discussions. The contributions extended to identifying emerging platforms, driving innovation within the team to stay ahead of industry trends.

Freelancer **Dec 2022 - Present**

Video, Photo, Social, and Branding

Create multimedia content for clients across various industries, with a strong emphasis on brand development. Effectively manage multiple projects while meeting strict deadlines. Participate in all stages of the production process, including brand research, market analysis, content creation, and final delivery. Develop tailored social media campaigns and brand strategies that enhance client identity while optimizing brand performance and awareness.

Florida International University **Aug 2022 - Dec 2022**

Social Media Assistant

Created engaging social media and website content, including media posts and images. Additionally, played a crucial part in crafting and executing social media and marketing campaigns tailored to undergraduate and graduate programs, student engagement initiatives, and college events. Actively boosted student and community awareness by proposing and executing innovative marketing ideas and campaigns.

Florida International University

Sep 2021 - Aug 2022

Student Multimedia Assistant

Collaborated with the multimedia department to create engaging visual content that enhances the FIU brand across various platforms. Responsibilities included assisting in photo and video shoots, editing, and maintaining the digital asset library. Applied creative and technical skills in a professional setting while gaining valuable hands-on experience in multimedia production.

EDUCATION

Bachelor of Communication Journalism

Digital and Interactive Media
Florida International University

Minor of Marketing

Florida International University

CERTIFICATIONS

Photoshop + Illustrator Unleashed

School of Motion

Introduction to After Effects

School of Motion

Social Media Marketing

HubSpot

Telemundo Academy

Noticias Telemundo Communications