

Micaela Cortez

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EDUCATION

Bachelor of Science in Advertising & Business Management
Florida State University | Tallahassee, FL

May 2025

WORK EXPERIENCE

Graphic Design Director

Strike Magazine | Tallahassee, FL

August 2024 – May 2025

- Uphold the branding image on social media and the magazine by following guidelines and approval from executives.
- Design merchandise based on emerging trends with revisions from the executive team through mockups.
- Delegate tasks to the graphics team in ordinance with the writing team's articles while understanding the art process.

In-Store Operations Summer Intern

UNIQLO | Los Angeles, California

June 2023 – August 2023

- Analyzed day-to-day store sales, and KPIs, and create merchandising suggestions for managers to meet target goals.
- Designed an advertising campaign with digital marketing strategy and in-store marketing techniques.
- Produced a [TikTok](#) accumulating 500k+ engagements through brand storytelling and social media trends.

Graphic Design Intern

Askew Student Life Center | Tallahassee, FL

July 2022 – May 2025

- Attend weekly meetings and communicate with the Advertising Team on upcoming projects and deadlines.
- Utilize the Adobe Creative Suite weekly to design graphics and print material for movie showings with revisions.
- Achieved an average of 500+ likes on graphics by meeting branding guidelines and exceeding design expectations.

Creator & Founder

MatchaMango | St. Petersburg, FL

September 2020 – Present

- Garnered 2.1k followers on [Instagram](#) and 12k followers with over 365.2k likes on [TikTok](#) through original illustrated merchandise, fashion trends, brand development, influencer marketing, and social media advertisement.
- Accumulated over 1.7k online and in-person orders internationally across 18 countries through partnerships.
- Designed a curated music-fashion brand through graphic design, photography, and post-production skills.
- Spearheaded the creative vision of product lines with knowledge of eCommerce, mockups, and sample approvals.

LEADERSHIP & INVOLVEMENT

President

Filipino Student Association | Florida State University

April 2023 – April 2024

- Led weekly executive meetings with a 13-member board to spearhead cultural awareness programming.
- Evaluated multiple project productivity and adapted to changes based on team goals to drive positive results in fast-paced, high-pressure environments through strong organizational skills with integrity.
- Maintained the organization's growth mindset, curious attitude, and uplifted a caring interest while navigating challenges with attention to detail and efficient practices.

Historian

Filipino Student Association | Florida State University

April 2022 – April 2023

- Led the creative direction for digital content utilizing photo and video production, and post-production skills.
- Created promotional print and digital media for educational and social events reaching 2,000+ individuals.
- Researched the community's interests, passions, and trends to apply to the organization's content development.

TECHNICAL SKILLS

Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects