



## DANIELLE RAVELO

WEB [DANIELLERAVELO.COM](http://DANIELLERAVELO.COM)  
TELE 256-468-6332  
MAIL [DANIELLERAVELO28@GMAIL.COM](mailto:DANIELLERAVELO28@GMAIL.COM)

## EDUCATION

AUBURN UNIVERSITY  
Professional School of  
Industrial + Graphic Design  
*B.F.A. in Graphic Design,*  
*Minor in Marketing*  
Magna Cum Laude  
GPA: 3.78

## SKILLS

Proficient in Adobe  
Creative Suite

Experienced in  
Microsoft Office, BOX,  
AirTable, and Adobe  
Workfront

Team leadership  
and management

Fluent in English  
& Spanish

Strong communication skills

Advertising

Social Media Marketing

Photography + Video

Basics of HTML + CSS

Marketing Strategy

Motion Design

Typography

Art Direction

Marketing + Design Research

Digital Marketing

Production

Publication Design

Vector Illustration

\* REFERENCES AVAILABLE  
UPON REQUEST

## DESIGN EXPERIENCE

### AUBURN UNIVERSITY STUDENT INVOLVEMENT

*Lead Graphic Designer • Auburn, AL • Aug. 2021-Present*

Responsible for maintaining files, databases, and electronic materials using BOX & AirTable, approving and declining marketing materials; managing fellow designers' projects and schedules, assigning projects to other designers, and training new hires. Additionally, extensive experience in designing across multiple formats using various programs. Responsible for creating graphics for promotion, social media, and print for multiple student organizations at Auburn University; manages daily communication with fellow students and faculty while successfully handling multiple projects with different deadlines. Responsible for creating project briefs and managing timelines for key events that span months at a time including organizing and leading design presentations.

### LUCKIE & CO.

*Graphic Designer • Birmingham, AL • June 2023 - Aug. 2023*

Designed materials across various formats, from social media to out-of-home advertising to production art. Efficiently managed timelines and deadlines using Adobe Workfront in a fast-paced environment while collaborating on projects for well-known clients such as Regions Bank, Southern Research, U.S. Civil Rights Trail, and Raceway Gas Stations. Worked alongside art directors, copywriters, and other team members to plan, develop, and conceptualize client work. Additionally, worked with fellow interns to develop and pitch a comprehensive bridge campaign for Regions Bank with multiple deliverables.

### THE AUBURN CIRCLE

*Lead Graphic Designer • Auburn, AL • Dec. 2022 - Dec. 2023*

Collaborated with the assistant graphic designer to manage and design two 100 page issues of *The Auburn Circle*, Auburn University's Literary and Arts magazine, published and distributed each semester. Additionally, designed two shorter issues during summer semesters. Managed production needs for each issue. Developed a style guide and corresponding promotion graphics and items each semester, actively participated, and offered feedback in weekly executive board meetings and events.

## HONORS + AWARDS

*On-Campus Student  
Employee of the Year  
Auburn University, March 2022*

*Dean's List  
Auburn University, 2022-2023*

*Graphic Design  
Juried Show Finalist  
Auburn University, Spring 2022*

*Winner  
60th GDUSA Package Design Awards,  
Ophelia Hair Care, March 2023*

## CERTIFICATIONS

*SEO Principles  
Issued by Semrush, November 2023*

*PPC Fundamentals  
Issued by Semrush, October 2023*

*Content Marketing Certification  
Issued by Hubspot Academy,  
September 2023*

*Social Media Marketing Certification  
Issued by Hubspot, September 2023*

## INVOLVEMENT

*Secretary,  
AIGA Auburn University,  
May 2022 - December 2023*

*Visual Arts Editor,  
The Auburn Circle,  
January 2020 - December 2021*