

# Danielle Ravelo

brand designer / creative marketing strategist / digital media specialist

Web [danielleravelo.com](http://danielleravelo.com)

Mail [danielleravelo28@gmail.com](mailto:danielleravelo28@gmail.com)

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## education

### Auburn University

#### Professional School of Industrial + Graphic Design

Bachelor of Fine Arts in Graphic Design, Minor in Marketing

Magna Cum Laude

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## experience

### Auburn University | College of Architecture, Design and Construction

Communications Designer and Digital Media Specialist

Auburn, AL, 2024 – present

#### Creative

- Develops marketing and communication materials to promote the vision, mission, goals and achievements of the CADC and its schools, departments and stakeholders
- Designs and composes over 100+ deliverables annually through a variety of mediums, such as internal or external publications, brochures, posters, newsletters, presentations, development, promotional materials and identity systems
- Maintains multiple production schedules and deadlines, including coordination of work carried out by external vendors
- Workshop and execute marketing strategies within the communications team
- Ensure brand consistency across multiple college-wide deliverables

#### Digital

- Responsible for maintaining files, databases and electronic materials using BOX & AirTable
- Create, maintain and publish webpages using WordPress
- Develop website and data management optimization solutions

#### Other

- Attend and provide day-of logistical support at events
- Maintain office equipment and inventory

### Auburn University | Student Involvement

Student Lead Graphic Designer

Auburn, AL, 2021 – 2023

- Oversaw approval of marketing materials; managed fellow designers' projects and schedules including assigning projects to other designers and training new hires
- Responsible for maintaining files, databases and electronic materials using BOX and AirTable
- Responsible for creating graphics for promotion, social media and print for multiple student organizations at Auburn University as well as external stakeholders and clients
- Managed 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

### Luckie & Co.

Graphic Design Intern

Birmingham, AL, June – August 2023

- Designed materials across various formats, from social media to out-of-home advertising to production art and more
- 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
- Worked with fellow interns to develop and pitch a comprehensive bridge campaign for Regions Bank with multiple deliverables

## awards and recognition

### On-Campus Student Employee of the Year

Auburn University, March 2022

### Graphic Design Juried Show Finalist

Auburn University, Spring 2022

### Winner

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

## involvement

### Member

American Institute of Graphic Arts (AIGA),  
Atlanta chapter

## skills

### Hard Skills

Proficient in Adobe Creative Suite,  
Experienced in Microsoft Office, BOX,  
AirTable, Adobe Workfront, PageProof and  
WordPress, Advertising, Social Media  
Marketing, Photography + Video, Marketing  
Strategy, Motion Design, Typography, Art  
Direction, Marketing + Design Research,  
Digital Marketing, Production, Publication  
Design, Vector Illustration, Fluent in Spanish

### Soft Skills

Teamwork, Leadership & Management,  
Strong Communication Skills, Time  
Management, Project Coordination, Creative  
Problem-Solving, Adaptability, Collaboration,  
Strategic Thinking, Organization, Client &  
Stakeholder Relations, Feedback Integration,  
Presentation Skills

