

VICTORIA CRUELL

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EXPERIENCE

VCTRLA

FREELANCE CONTENT CREATOR & GRAPHIC DESIGNER

2019 - PRESENT

- Creator of 15+ design solutions that meet measurable business goals for media projects such as: corporate identity, visual campaigns, brochures, printed collateral, web banners, and visual content for social media marketing, across a variety of industries such as fashion, lifestyle, consumer packaged goods, luxury, etc.
- Manage and provide content for client social media accounts to increase engagement and channel growth
- Oversee all graphic design projects from concept through completion

THE LATIN RECORDING ACADEMY (LATIN GRAMMYS)

COORDINATOR, Business Development & Marketing

2018 - 2019

- Lead Project Manager on "Leading Ladies of Entertainment", a brunch for 120+ celebrities and VIPs during Latin GRAMMY Week; Oversaw management of the production company and budget, approvals of collateral, run-of-show development, guest list curation, staffing and honoree logistics, and on-site sponsor activations
- Day-to-day Account Manager for 5+ global brands such as Corona, TNT and Monster, ensuring sponsorship deliverables were executed on-time and overall partnership experience exceeded client expectations
- Presented tailored proposals for 30+ brands, including Grupo Model, Mastercard and Bacardi, for potential partnerships via creative integration opportunities between the brand and several Latin GRAMMY platforms
- Developed design elements (sales decks, infographics, etc.) used in a variety of sales and marketing materials
- Supervised 10+ third-party vendors, event logistics managers, photographers, interns and seasonal employees

ADMINISTRATIVE COORDINATOR, Business Development & Marketing

2016 - 2018

- Spearheaded the creation and execution of annual sponsor recap reports highlighting sponsor-branded elements, event ratings and media clippings, social media coverage and other partnership success metrics
- Negotiated contracts and budgets with 10+ event contractors (graphic designers, photographers, etc.) and coordinated invoicing and payments with Finance department
- Oversaw fulfillment of contractual sponsor deliverables such as tickets, event photos and sizzle reels
- Assisted with day-to-day account management of 10+ global brands such as Buchanan's, Bulova and L'Oreal

INTERN, Business Development & Marketing

2015 - 2016

- Drove in-depth U.S. and LATAM market research to identify 50+ brands for strategic, synergistic partnerships
- Created engaging social media plans and curated content for sponsor contractual event posts across @LatinGRAMMYS social platforms (4.9M+ followers)
- Organized sponsor-related photography and videography shot lists for six Latin GRAMMY Week tentpole events

EDUCATION

FLORIDA INTERNATIONAL UNIVERSITY CHAPLIN SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT

Bachelor of Arts in Hospitality; focus on Event Coordinating

2011 - 2015

Assistant Instructor- International Baking, Confectionary and Desserts Course

2014 - 2015

SKILLS

Fluent in Spanish (native proficiency - oral & written) • Account & Project Management • Digital Marketing & Strategy • Event Production & Coordination • Content Creation • Brand Marketing & Partnerships • Graphic Design (Adobe Illustrator, Photoshop, InDesign & Lightroom, Canva, Unfold - [portfolio](#)) • Video Editing (Adobe Premiere Pro) • Content Management (Wix, Wordpress) • Microsoft Office