

# Micaela Cortez

Tallahassee, FL | [mcortez2@fsu.edu](mailto:mcortez2@fsu.edu) | (727) 666-5380 | [LinkedIn/in/Micaela-Cortez](https://www.linkedin.com/in/Micaela-Cortez) | [www.micacortez.com](http://www.micacortez.com)

## **EDUCATION**

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

May 2025

## **WORK EXPERIENCE**

### ***In-Store Operations Summer Intern***

June 2023 – August 2023

UNIQLO | Los Angeles, California

- Analyzed day-to-day store sales, and KPIs, and created layout 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***

July 2022 – Present

Askew Student Life Center | Tallahassee, FL

- 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.
- Achieved an average of 500+ likes on graphics by meeting branding guidelines and exceeding design expectations.

### ***Team Manager & PR***

June 2022 – May 2024

CapitILL State Dance Team | Tallahassee, FL

- Worked with the executive leadership to finalize a 7-minute dance set with, costumes, props, and technical lighting.
- Managed operational logistics of attendance, liability waivers, finances, and wellness checks for a 34-member team.
- Led the creative direction for the team's digital content utilizing photo and video production, graphic design, and post-production skills.

### ***Creator & Founder***

September 2020 – Present

MatchaMango | St. Petersburg, FL

- Garnered 2.4k followers on Instagram and 12.4k followers with over 365.2k likes on TikTok through researched trends, promotional aesthetics, influencer marketing, and social media advertisement.
- Accumulated over 1.7k online and in-person orders internationally across 18 countries through partnerships
- Foster new partnerships with manufacturers and other vendors on an international level.

## **LEADERSHIP & INVOLVEMENT**

### ***President***

April 2023 – April 2024

Filipino Student Association | Florida State University

- Led weekly executive meetings with a 13-member board to spearhead cultural awareness programming.
- Evaluated project productivity and adapt to changes based on team goals to drive positive results in fast-paced environments
- Maintained the organization's growth mindset, and curious attitude, and uplifted a caring interest while navigating challenges.

### ***Historian***

April 2022 – April 2023

Filipino Student Association | Florida State University

- Published a media collection of photos and videos with public accessibility for members to save and share.
- 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