

Micaela Cortez

mcortez2@fsu.edu | (727) 666-5380 | [LinkedIn/in/Micaela-Cortez](#) | www.micacortez.com | Open to Relocation

EDUCATION

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

May 2025

WORK EXPERIENCE

Graphic Design Director

August 2024 – Present

Strike Magazine | Tallahassee, FL

- Report to the Editor-in-Chief and Creative Director for social media graphics, blog covers, and merch design requests.
- Delegate and communicate tasks to the graphics team to maintain a regular blog post schedule in ordinance with the writing team's articles.
- Uphold the branding image on social media and the magazine by following guidelines and approval from executives.

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 – July 2023

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.

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