



PDX

2023

CLEO LUNA PARRA

- MARKETING DIRECTOR -

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FREELANCE

MERCURY PDX

Contracted to Redesign Mercury PDX's Website
www.Mercurypdx.com

H. RIGGINS

Contracted to Redesign H. Riggins' Portfolio Website
www.hriggins.squarespace.com

HOLISTIC HEALING

Contracted to Design & Illustrate 9 Books for Holistic Healing Self Kindness Program



SKILLS

- Ms MARKETING STRAT.
- Sm SOCIAL MEDIA STRAT.
- Ae ADOBE AFTER EFFECTS
- Ai ADOBE ILLUSTRATOR
- Id ADOBE INDESIGN
- Ps ADOBE PHOTOSHOP
- Pr ADOBE PREMIERE



REFERENCE

I'm a creative rebel looking to ignite a revolt against mundane marketing. My mission? To liberate brands to unleash their rebellious spirit, transforming marketing into a pulse-pounding, soul-stirring adventure. Armed with a repertoire of killer strategies and a history of launching campaigns, I'm here to disrupt the status quo and create seismic waves in the marketing world, one epic social media campaign at a time.



EXPERIENCES

MARKETING DIRECTOR
2022 - 2023

CROOKED CREATIONS & HYTEN.CO

Worked with a range of clients to boost their brand through social channels. Created images, motion graphics, and video-based ads while developing creative strategies for effective social media marketing.

INTL. MARKETING COORD.
2022 - 2021

COLUMBIA SPORTSWEAR

Coordinated asset delivery, managed budgets/invoices, and implemented file structure. Developed global communications structure and oversaw newsletters and marketing updates.

SOCIAL MEDIA GRAPHIC DESIGNER
2020 - 2021

LOGICAL POSITION

Worked with a range of clients to boost their brand through social channels. Created images, motion graphics, and video-based ads while developing creative strategies for effective social media marketing.

MARKETING ASSOCIATE
2018 - 2020

LYFT

Built and scaled marketing efforts at a local level. Using grassroots marketing initiatives, events and partnerships to build brand preference with new and existing Lyft drivers and passengers.



EDUCATION

UNIVERSITY OF OREGON
Class of 2018

BACHELOR OF SCIENCE

Major: Journalism - Advertising
Minor: Multiimedia Graphic Design
Minor: Law Studies

VANCOUVER SCHOOL OF ARTS & ACADEMICS
Class of 2014

HIGH SCHOOL DIPLOMA

Focus: Photography
Focus: Graphic Design