

CLAUDIA ANDREINA DIAZ

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EDUCATION

Savannah College of Art and Design | Savannah, GA | Senior, Spring '27 Graduation

Bachelor of Fine Arts in Fashion Marketing and Management

Bachelor of Fine Arts in Graphic Design

Minor in Advertising Art Direction

Accomplishments | *Dean's List* (2022 - Present), *SCAD Honors Scholarship* (2022 - Present), *SCAD Achievement Honors Scholarship* (2022 - Present), *Industrial and Human Interface Design Scholarship* (2025-2026 Academic Year), *IDA Design Awards 2026 Honorable Mention*.

PROFESSIONAL EXPERIENCE

Savannah College of Art and Design | *Trends Assistant for Luxury Brand Management* | Savannah, GA

- Researching industry trends resources to identify relevant reports to build department archives.
- Updating lecture materials with photos, statistics, and industry videos from research.
- Creating promotional materials for faculty-led events.
- Assisting in content creation at faculty-led events.

Savannah College of Art and Design | *Amazon x Gen Phoenix SCADpro Sponsored Course* | Internship | Sep - Nov 2025 | Savannah, GA

- Project Lead in collaboration with Amazon Devices and Gen Phoenix to design Kindle accessories using sustainable, regenerated leather materials, targeting the fashion-conscious Gen Z and Millennial consumers.

Intintus | *Content Creator* | Caracas, Venezuela | 2022 - 2023

- Conceptualized and executed creative marketing campaigns for key brand events and seasonal moments, driving engagement and visibility.
- Crafted compelling copy for social media platforms to align with brand voice and enhance audience connection.
- Developed innovative social media strategies and content ideas, boosting relevance across TikTok and Instagram.
- Designed and developed weekly newsletters highlighting brand news, promotions, and storytelling to strengthen customer relationships through email marketing.
- Produced original multimedia content for TikTok and Instagram, contributing to increased follower growth and engagement.

Trendy Digital Marketing, LLC. | *Digital Marketing Intern* | Caracas, Venezuela | 2022

- Managed social media accounts across a diverse client portfolio, ensuring consistent brand presence and engagement for each account managed.
- Wrote compelling, platform-specific copy tailored to each client's audience and objectives.
- Contributed to the development of comprehensive social media marketing plans, aligning strategies with client goals.
- Created and analyzed monthly KPI reports to measure performance, optimize strategies, and present insights to clients.
- Planned and executed monthly content calendars for feeds, stories, and reels across multiple platforms.
- Assisted in concept and design of creative story sets and campaign visuals, enhancing brand storytelling and engagement.
- Published daily content across feeds and stories, maintaining a consistent and active digital presence.

ACADEMIC EXPERIENCE

Creative Direction | *Mock Ad Campaign for Off-White* | Digital Presentation Techniques

- Managed and directed a group of creatives (photographer, models, project assistant) to develop a fashion-forward campaign for the brand's Instagram, website and out-of-home advertising.
- Conducted primary and secondary research to understand the target market.
- Used software tools including InDesign, Illustrator, and Photoshop, to craft professional-looking advertisement that could function in a variety of digital spaces.

Private Label Collection Development | *Mr. P Capsule Collection* | Private Label Product Development

- Collaborated with a group of students to develop a Capsule Collection for Spring/Summer 2026 for Mr. P, Mr. Porter's private label focused on menswear.
- Conducted research to understand the private label and its unique POV, consumer, product assortment, and point of differentiation to craft a collection and marketing strategies that would appeal to their consumer base and drive sales.
- Developed Capsule Collection concept, mood board, and color story, along with line sheets and cost sheets for each item in the capsule collection, collaborated on tech pack development.
- Created social media and print advertising to effectively communicate the collection's concept to consumers across different touchpoints.

Event Identity and Promotion | *Caracas Fashion Week* | Brand Direction and Activation | **IDA Design Awards 2026 Honorable Mention**

- Developed the visual identity and brand direction for Caracas Fashion Week, a fictional event that highlight the city's creative and cultural renaissance in the fashion scene.
- Designed promotional materials for different touchpoint including social media, OOH, and merchandise to drive event awareness.
- Conducted market and audience research to ensure the event identity resonated with both local and international attendees.
- Developed brand messaging and positioning, aligning the event with global fashion week standards and celebrating Venezuelan heritage.

Fragrance Study Abroad | *anhelo archive* | Fragrance Brand Creation & Development

- Spent two weeks in France (Lacoste, Grasse, and Paris) studying fragrance, its origin, and formulation. Created 3 fragrances from scratch understanding the principles and methods of fragrance development with guidance from master perfumers in Grasse.
- Creation of a fragrance brand inspired by the Venezuelan diaspora. Target consumer research. Visual identity development. Advertising creative and artistic direction. Retail strategy.

SKILLS

Proficient | Microsoft 365 Suite, Adobe Illustrator, Adobe Photoshop (Certified), Adobe InDesign, Canva.

Languages | Fluent in English and Spanish.