

# Willow Lezcano

## Graphic Designer

Marketer, Creative  
She/Her

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### Willow Lezcano

Las Vegas, Nevada 89145

253.549.8529

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### Software

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Adobe After Effects, Adobe Premiere, Adobe Media Encoder, Adobe Acrobat, Atom, Cyberduck, Local, Scout, GitHub, Cinema 4D, HootSuite, Outlook, Trello, Animaker, Constant Contact, Wix, Wordpress, Shopify, Buzzsprout, Zoom, Canva, HubSpot, Kajabi, 82 WPM

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### Skills

Photography, typography, layout, HTML/CSS, content creation, copywriting, social media coordination, marketing, audio recording, video recording, podcast editing

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### Experience

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#### **Girlz, Ink / Vice President of Design and Technology**

FEBRUARY 2022 - MAY 2024 | LAS VEGAS, NEVADA

Maintained accuracy of the company's various websites. Created graphics, logos and videos for social media as well as print. Worked diligently to create new programs and offerings (Girlz Ink Glam Squad and the Pro Team) and ensure their success. Produced, recorded, edited and posted the Tatter-a-fact PMU Podcast bi-weekly. Created and managed the company's bi-weekly Girlz Ink Gazette newsletter. Increased growth and engagement on Instagram and YouTube by over 300%. Managed email and SMS marketing campaigns to increase site traffic and enrollments. Researched and pitched new software to increase revenue and ran point on implementation.

#### **Temple Beth Sholom / Marketing Director/Graphic Designer**

10/2021 - 2/2022 | LAS VEGAS, NEVADA

Maintained upkeep on the company website. Created flyers and graphics for events as well as updated logos and business cards. Collected and submitted various materials to the Las Vegas Israelite. Managed and produced the weekly e-blast, handouts for services and the bi-monthly Bulletin newsletter.

#### **Club Sparkle / Graphic Designer**

04/2021 - 10/2021 | LAS VEGAS, NEVADA

Created graphics for marketing materials. Handled posting, scheduling and graphic creation for social media. Worked with the in-house copywriter to come up with brand guidelines. Shot and edited videos as well as the company podcast. Maintained the website, proposed and implemented necessary changes. Created layouts for various newsletters and booklets.

### **Amazon / Warehouse Return Specialist**

12/2020 - 3/2021 | ABERDEEN, MARYLAND

Ensured my station was clean and sanitized. Worked with other advocates to process returns. Completed audits and determined if items are sellable. Met and exceeded all quotas required per day.

### **Arts and Crafts Center at WVU / Craft Assistant**

09/2019 - 05/2020 | MORGANTOWN, WEST VIRGINIA

Maintained the studio's cleanliness. Assisted craft makers with various crafts, as well as with the purchase of their materials.

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## **Education**

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### **West Virginia University / Bachelors of Fine Arts in Graphic Design**

08/2018 - 12/2020 | MORGANTOWN, WEST VIRGINIA

Fall 2018, Fall 2019 Dean's List / Spring 2019, Fall 2020 President's List

Graduated Summa Cum Laude | 3.87 GPA.

### **Santa Fe Community College / Associate of Arts in Media Arts**

01/2016 - 05/2017 | SANTA FE, NEW MEXICO

Graduated with high honors | 3.89 GPA

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## **Recognition**

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Juried Student Exhibition recipient - West Virginia University | 2020

Juried Student Exhibition participant - West Virginia University | 2019

*Designing Against Divides* participant - West Virginia University | 2019

Phi Sigma Theta Honor Society - West Virginia University | 2018 - 2020