



ALICIA ZAMUDIO

CONTENT & BRAND SPECIALIST

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EDUCATION: LEHIGH UNIVERSITY

Bachelor of Arts
Major: Design
Minor: Marketing

CERTIFICATIONS:

-Global Citizenship
Certificate

SKILLS:

- Project Management
- Sports, Portrait, Studio, & Product Photography
- Expert with Mirrorless & DSLR Cameras
- Graphic Design
- Product Design
- Web Design
- Videography
- Social Media Marketing
- Brand Management
- Content Strategy
- Advertising
- Event Coordination
- Budget Management

PROGRAMS:

- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe Aftereffects
- Adobe Dreamweaver
- Microsoft Word
- Microsoft Powerpoint
- Microsoft Excel
- Microsoft Access
- Fusion 360
- Wordpress
- Hootsuite
- Figma

LANGUAGES:

- Fluent English
- Fluent Spanish

DESIGN, MULTIMEDIA, & MARKETING EXPERIENCE TULSA WOMEN'S BASKETBALL / Director of Creative Media & Branding

September, 2024 - April, 2025, Tulsa, OK

- Produce innovative ideas
- Design and produce a variety of high-quality print and digital materials
- Photograph and edit team events, gamedays, photoshoots
- Capture video and edit during all team activities
- Contribute to the development and maintenance of brand guidelines
- Ensure consistency and alignment of all visual communications
- Set clear objectives and brand integrity
- Managed social media channels
- Develop content strategy and optimize content to drive brand growth and engage target audience
- Monitor and track performance and growth on social media accounts
 - 12% increase of followers
 - 102 increase in reach
 - 211% increase in engagement
- Keep up with trends
- Plan, schedule, and publish content to Facebook, Instagram, and X
- Maintain content calendars
- Serve as the liaison and coordinator with Tulsa's Athletic Department, contracted, and in-house personnel
- Maintain inventory of multimedia content, equipment, and software

CAROLINA WOMEN'S BASKETBALL / Director of Creative Content

October, 2022- May, 2024, Chapel Hill, NC

- Developed innovative content ideas for social media and recruiting purposes
- Photographed team events, recruiting photoshoots, games, and practices
- Designed graphics for print, social media, recruiting, and facility purposes
- Managed several deadline-driven projects simultaneously
- Created and implemented content calendars for social media and recruiting
- Published content on social media platforms including TikTok, Instagram, and X
- Tracked growth on social media accounts
- Maintained a consistent brand vision across voice, look, and feel
- Collaborated and communicated with internal and external partners

NWARKANSAS NATURALS MiLB / Video Production

June, 2022- September, 2022 Springdale, AR

- Operated cameras for live broadcasting
- Captured video highlights for social media
- Practiced principles of lighting, staging, focusing, and filtering to achieve high-quality video production

LEHIGH ATHLETICS / Photography & Design Intern

August, 2021 - May, 2022, Bethlehem, PA

- Photographed 14 D1 sports teams in live action and studio settings
- Produced high-quality photo and video content for digital channels, programs, and email marketing
- Post-production edited content for publication
- Designed graphics using Adobe programs for social media, print, display, and recruitment purposes
- Cataloged photos & maintained files
- Traveled with teams as needed
- Remained up to date on trends & concepts relevant to Lehigh Athletics
- Responded to any coverage or miscellaneous needs