



ALICIA ZAMUDIO

📞 479.231.2151 | ✉️ azamudiostudios@gmail.com | 🌐 alizamudio.com

GRAPHIC DESIGNER & VISUAL COMMUNICATIONS SPECIALIST

EDUCATION:

LEHIGH UNIVERSITY

Bachelor of Arts

Major: Design

Minor: Marketing

SKILLS:

- Graphic Design
 - Visual Communications
 - Brand Identity
 - Typography
 - Layout Design
 - Print Design
 - Digital Design
 - Environmental Graphics
 - Signage
 - Packaging Design
 - Presentation Design
 - Infographics
- Brand & Marketing
 - Brand Standards
 - Brand Management
 - Content Strategy
 - Advertising
 - Social Media Marketing
 - Campaign Development
 - Photography
 - Videography
- Project Management
 - Cross-Functional Collaboration
 - Creative Project Management
 - Stakeholder Communication
 - Asset Management
 - Vendor Coordination
 - Design Workflows
 - Project Prioritization
 - Quality Control

SOFTWARE:

- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe Aftereffects
- Adobe Dreamweaver
- Final Cut
- Microsoft Office
- Fusion 360
- WordPress
- Hootsuite
- Figma
- Google Suite
- Wirke
- Monday
- Photoshelter
- Open Asset

LANGUAGES:

- English
- Spanish

NABHOLZ CONSTRUCTION | Marketing Visual Content Specialist

August, 2025- Present, Rogers, AR

- Design brand-compliant visual communications for print, digital, environmental, and promotional campaigns.
- Produce marketing collateral including signage, packaging, presentations, advertisements, and branded merchandise.
- Capture and edit professional photography and video for internal communications, recruitment, and marketing initiatives.
- Collaborate with regional marketing teams and cross-functional stakeholders to prioritize creative projects and meet deadlines.
- Maintain brand consistency across all visual assets.
- Prepare production-ready artwork for print and digital distribution.
- Perform quality assurance reviews to ensure design accuracy and consistency.
- Support asset management by organizing creative files and maintaining visual content libraries.

TULSA WOMEN'S BASKETBALL | Director of Creative Media & Branding

September, 2024 - April, 2025, Tulsa, OK

- Led creative direction for athletic branding and marketing initiatives.
- Designed print collateral, recruiting materials, promotional graphics, presentations, and digital marketing assets.
- Managed photography and video production for games, recruiting, events, and social media campaigns.
- Developed and maintained visual identity standards across all communications.
- Planned and executed integrated content strategies across Facebook, Instagram, and X.
- Coordinated multiple creative projects simultaneously while ensuring timely delivery.
- Managed content calendars and digital asset organization.
- Collaborated with coaches, staff, and external vendors to execute marketing initiatives.

CAROLINA WOMEN'S BASKETBALL | Director of Creative Content

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

- Created visual communications supporting recruiting, marketing, fundraising, and athletic initiatives.
- Designed graphics for print, digital media, facility signage, and promotional campaigns.
- Produced photography and multimedia content highlighting student-athletes and university events.
- Collaborated with internal departments to develop brand-consistent creative solutions.
- Managed multiple creative projects from concept through final production.
- Maintained content calendars and organized digital asset libraries.

NW ARKANSAS NATURALS MiLB | Video Production

June, 2022- September, 2022 Springdale, AR

- Operated broadcast cameras during live sporting events.
- Produced digital highlight packages and promotional video content.
- Applied lighting, composition, and production techniques to deliver broadcast-quality visuals.
- Collaborated with production staff to ensure seamless live event coverage.