



📞 479-231-2151

✉️ azamudiostudios@gmail.com

🌐 agz222.wixsite.com

📍 Open to Relocation

ALICIA ZAMUDIO

CONTENT & BRAND SPECIALIST

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
- Final Cut
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Access
- Fusion 360
- WordPress
- Hootsuite
- Figma
- Google Suite
- Wirke
- Monday

LANGUAGES:

- Fluent English
- Fluent Spanish

DESIGN, MULTIMEDIA, & MARKETING EXPERIENCE

Nabholz Construction / Corporate Marketing Visual Content Specialist

August, 2025- Present, Rogers, AR

- Caputre photo and video content in studio and live settings
- Create graphics for internal and external use
- Guide and collaborate with the corporate marketing, regional marketing, and other cross-functional teams
- Enforce and raise awareness of brand guidelines and brand positioning
- Monitor all digital and print content to ensure quality control
- Lead the production and distribution of paid and organic advertising
- Design any packaging, signage, and merchandise

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

September, 2024 - April, 2025, Tulsa, OK

- Produced innovative ideas
- Designed and produced a variety of high-quality print and digital materials
- Photographed and edited team events, gamedays, photoshoots
- Captured video and edited during all team activities
- Contributed to the development and maintenance of brand guidelines
- Ensured consistency and alignment of all visual communications
- Set clear objectives and brand integrity
- Managed social media channels
- Developed content strategy and optimize content to drive brand growth and engage target audience
- Monitored and tracked performance and growth of social media accounts
 - 12% increase of followers
 - 102 increase in reach
 - 211% increase in engagement
- Kept up with trends
- Planned, scheduled, and published content to Facebook, Instagram, and X
- Maintained content calendars
- Served as the liaison and coordinator with Tulsa Athletics, contracted, and in-house personnel
- Maintained 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

NW ARKANSAS 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