

Maria Perea

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[Digital Portfolio Link](#)

Experience:

CONTENT COORDINATOR (09/22 - PRESENT | REMOTE)

Milestone Community Builders & The Grove - Austin, TX - Remote

- Developed and edited website copy, blogs, and curated web media
- Implemented and monitored MileStone's social media strategy
- Contributed to video production and media asset development
- Organized media library inventory related to home representation
- Coordinated XML feeds on MyMileStone.com and New Home Feed
- Provided day-to-day management of 3rd-party resources like Zillow
- Assisted Sales Counselors and educated when needed
- Helped curate and maintain photo and video libraries across platforms
- Supported MLS listing development through editing, updating, and fact-checking
- Fact-checked outward-facing information and tested website behavior
- Assisted in company and community event coordination.

GRAPHIC DESIGNER (03/23 - 06/23 | CONTRACT)

Propello - Austin, TX - Remote

- Contributed to the development and adherence of brand style guidelines.
- Executed high-quality design work in Figma and Adobe Creative Suite, aligning with accessibility and Propello branding standards.
- Collaborated with the Art Director and external vendors to ensure timely and quality graphic deliverables.
- Created comprehensive style guidelines for different departments to maintain a cohesive design language.
- Successfully managed multiple assignments concurrently, meeting varying end dates.
- Efficiently organized company file assets by meta-tagging, converting, and organizing.
- Developed cost-effective, on-brand designs to enhance production processes.
- Maintained file organization according to department protocols.
- Conducted site walkthroughs with clients to clarify project scopes.
- Assisted various departments with both static and motion graphic needs.

DIGITAL MARKETING DIRECTOR (05/22-09/22 | CONTRACT / HYBRID)

Oz Tap House - Austin, TX

- Developed and maintained Social Media content schedules aligned with business objectives and promotion priorities for Oz. Tap House.
- Generated creative content concepts to support the schedule, incorporating new and innovative ideas.
- Identified and leveraged social media trends to create timely and relevant content.
- Measured the impact of social media efforts, evaluated results, and recommended strategy changes using analytics.
- Created monthly newsletters using Toast and managed Oz. Tap House's merchant profiles on various platforms.
- Captured content using iPhone and Canon EOS 80D Camera for timely and versatile coverage across multiple platforms.
- Crafted brand-aligned copywriting for social media posts and digital outlets.
- Updated menus on Must Have Menus, WordPress, and Photoshop to reflect weekly Taproom offerings.
- Managed Oz. Tap House Website through Bento Box and Toast.
- Engaged with audiences across social media platforms, providing excellent customer service and community support.
- Stayed updated on the latest social media trends, technology updates, and platform features.
- Managed online accounts including Google My Business, Facebook, Instagram, Yelp, TikTok.
- Implemented and managed targeted ads for effective promotion.

CONTENT CREATOR (05/22 - 09/22 | FREELANCE / REMOTE)

Leopard Lounge Clothing - Austin, TX

- Developed compelling content to expand client audiences on TikTok and Instagram.
- Contributed to client artistic direction, leveraging creative design and branding expertise.
- Created mood boards, creative briefs, and assisted in on-site client creative shoots.
- Crafted targeted digital content aligned with marketing campaign goals.
- Implemented client feedback throughout the project to ensure alignment with expectations.

DIGITAL MARKETING & WEBSITE MANAGER | AMERICAN WRESTLER (9/20 - 05/22 | REMOTE): *American Wrestler - Arlington TX*

- *Managed and developed American Wrestler & Clever Item's CMS Website & Company Blog.*
- *Conducted interviews with potential athletes and transformed them into engaging blog segments.*
- *Orchestrated Social Media, Advertising, and Product Photography initiatives.*
- *Created visually appealing marketing campaigns and ads across multiple platforms, using software such as Photoshop, Illustrator, Canva, Mailchimp, Adobe InDesign, After Effects, etc.*
- *Identified powerful keywords to optimize SEO and drive valuable traffic.*
- *Drove American Wrestler's creative calendar on a yearly, monthly, and weekly basis.*
- *Collaborated closely with Analytics to leverage data for a deeper understanding of customer behavior.*
- *Maintained communication emails with sponsors, collaborators, and manufacturers.*
- *Administered editorial standards and guidelines.*
- *Managed all social media platforms, including Facebook, Instagram, Twitter, Pinterest, TikTok, etc.*
- *Produced promotional, educational, and exposure videos using Zoom, After Effects, Premiere Rush, and Premiere Pro.*
- *Achieved an organic Facebook following of over 12.8k and 2.1k on Instagram.*

CREATIVE DESIGNER | L&B APPAREL (04/20 -07/20) *L&B Apparel - Dallas TX*

- *Conducted research and interpreted seasonal fashion trends, merchandising trends, and successful brand items to guide product direction.*
- *Communicated with U.S. and overseas manufacturing companies in California and China regarding garment construction, silhouette directions, and quantity orders.*
- *Evaluated product samples for fit, construction, and fabrication quality.*
- *Reviewed manufactured fabrics and textiles for quality, coloration, and performance, implementing corrections as necessary.*
- *Organized setup and merchandise for Wholesale markets, including venues like Dallas Market Center, and assisted with sales.*
- *Managed re-orders and pre-orders for products.*
- *Designed wholesale goods for prominent companies such as Cavender's, Boot Barn, and various small western boutiques across the U.S.*
- *Generated 20 new apparel designs daily for Women's, Men's, and Kid's categories.*
- *Constructed tech packs (technical packets) to aid in manufacturing processes, particularly for items produced in China.*

CREATIVE ASSOCIATE (01/ 20 - 04/20)

L&B Apparel - Dallas TX

- Expanded social media management by overseeing all platforms to boost engagement, increase followers, and maintain updated algorithms. Implemented daily stories and organized weekly posts using Hootsuite and Mailchimp.
- Utilized Adobe Creative Suite programs (Photoshop, Illustrator, and InDesign) to create on-brand graphics, banners, and email blasts.
- Designed textiles, fabrics, and graphics for apparel, particularly T-shirts.
- Generated Technical Designs for the Fashion Design department.
- Managed photography styling for social media, company websites, and special events like Dallas Market and the Las Vegas Fashion Trade show MAGIC.
- Established a photography guideline and digital system for inventory management.
- Updated the company's website to meet web standards in terms of aesthetics, usability, and accessibility.
- Assisted in brand development initiatives.
- Tripled B2B ROI (Return on Investment) and increased sale conversions.
- Designed all Brand Packaging Items and goods.
- Achieved an organic following of over 10.5K followers on Instagram and 7.1K followers on Facebook.

CONTRACT FASHION DESIGNER (08/19 - 11/19 | CONTRACT | ON-SITE)

University of North Texas - Denton, TX

- Created technical flats and performed fit tests for apparel design.
- Designed tech-infused accessories using 3-D printing and electrical functioning.
- Pattern drafted and sewed opera costumes tailored to the aesthetic and functionality of each character in the play.
- Curated a digital art book for a character (Don Giovanni's book of conquest) utilizing graphic design skills.
- Mentored undergraduate students in Fashion Design at the university, providing guidance on pattern making and industrial sewing.

FASHION & DIGITAL MARKETING (05/18- 08/18 | INTERNSHIP)

Circa 77 Vintage - Denton, TX

- Executed high-quality garment alterations spanning from the 1800s to the 90s.
- Contributed to brand development initiatives.
- Managed all social media platforms, including Facebook, Instagram, Twitter, and the company's online shop.
- Oversaw photography and directed the art direction for the shop.
- In retail, established relationships with worldwide and local customers, ensuring excellent service, effective communication, and successful sales.
- Maintained the shop's visual organization and kept it updated with current fashion trends.

Skills:

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| ● Social Media Coordination/ Digital Marketing | ● Technical Packages |
| ● Hootsuite | ● Hand sketching, painting, and illustration |
| ● Bilingual (fluent in spanish) | ● Fashion Styling |
| ● Canva | ● Textile Design |
| ● Mailchimp | ● Trend Forecasting |
| ● SEO Optimization | ● Graphic Design |
| ● Analytics & Metrics | ● Production Art |
| ● Campaign Testing | ● Color Coordination |
| ● Website Management | ● Adobe Creative Cloud |
| ● Figma | ● Microsoft 365 |
| ● Organization & Communication Skills | ● Advanced sewing, pattern making, & draping |
| ● Adaptable / Fast learner | ● Advanced sewing, pattern making, & draping |
| ● Able to work in independent and/or group setting | |

Education:

University of North Texas (2015-2019): B.A. Fashion Design

Leadership:

- **2022- Glaze Magazine:** Got published in the 2022 Fall Episode.
- **2018 - Where? House Denton:** Got nominated to showcase a variety of garments for a multi-media art show.