

ALVARO OLMEDO

ABOUT

Passionate about connecting people and brands through multi media storytelling. Looking for a challenging creative position in a diverse and innovative environment.

SKILLS

Photoshop	English
InDesign,	Portuguese
Illustrator	Spanish
Premiere	Basic Chinese
Final Cut	Photography
Lightroom	Make up Art
After Effects	Public Speaking
WordPress	Creative Writing

EDUCATION

NEW YORK INSTITUTE
OF TECHNOLOGY;
NYIT, New York, NY
B.F.A in Communication Arts
Minor in Graphic Design

HONORS:

Summa Cum Laude 3.9 G.P.A,
➤ Valedictorian/Commencement
Speaker Class of 2017
President's Scholarship Award

COMMUNICATIONS UNIVERSITY
OF CHINA,
Beijing, China
Exchange Semester, Fall 2016

WORK EXPERIENCE

Digital Marketing, Sales, & Events Intern

FindSpark, New York, NY

- Strategize and create useful and inspiring content including blog, social media, and email content to advertise events and programs, along with general daily content.
- Develop and execute marketing campaigns related to our programs to bring in new community members and sell event tickets

Multi Media Intern/Creative Account Coordinator

ASB Communications,

Multicultural Advertising & Marketing Agency, New York, NY 2015 - 2017

- Overview media planning and buying
- Design promotional artwork featured in more than 30 media outlets including Daily News and Times Square Express Screens
- Strategize engagement marketing in more than 25 events
- Develop visually appealing and highly effective presentations including post event reports and agency capabilities

➤ Special Project - Cultural Festival:

Diwali at Times Square October 7, 2017 - 10 month work

- Spearhead the social media presence of the event - promoting a growth of almost 3000 followers on FB in 3 months
- Serve as direct contact between media channels and the event organization promoting the event to 100+ cultural and mainstream media outlets, having gotten a coverage of 15 million reach

Editorial Intern

Nomatterra, Fragrance Brand, New York, NY, Spring 2016

- Produce content marketing and op-ed pieces on travel, food, lifestyle, and entertainment to be featured on the brand's online platforms.
- Conceptualize and photographed weekly material to reinforce the brand's online presence
- Write tag lines and branding content for Facebook, Instagram and qzzr to engage the brand's target audience.

Content Production Intern

Trash TV (Video Editing+AI Startup-Beta Phase), New York, Fall 2017

Fashion Intern

Marie Claire Magazine, New York, Fall 2015

CONTACT

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