



Andrea Avila Luna

- > Art Director
- > Social Media Strategist

Education

- 2024

Master in Mass Communications
Florida International University
- 2024

Art Direction & Social Media Strategy
Miami Ad School
- 2022

Bachelor in Graphic Design
State University of Cuenca (Ecuador)
- 2019

Bachelor in Communications & Advertising
University of Azuay (Ecuador)

Skills

- Ps

Photoshop
- Ai

Illustrator
- Pr

Premiere pro
- Ae

After Effect
- Content Creation

Instagram/TikTok/Youtube/Linked In/
Pinterest

Awards

- D&AD/NewBlood: Wood Pencil
- D&AD/NewBlood: Wood Pencil
- Young Ones: Bronze ACD Cube
Design For Good
- Young Ones: Bronze ACD Cube
Interactive Media
- Young Ones: Merit
Product Design
- Clio's Health: Bronze
- The ANDY's Awards: Shortlist
- Clio's Awards:
Shortlist-Integrated Campaign
- Clio's Awards:
Shortlist-Collaborative Campaign
- American Advertising Awards:
Gold-Integrated Campaign
- American Advertising Awards:
Silver-Integrated Campaign
- New Talent Graphis:
Silver-Integrated Campaign
- Miami Ad School-TopDog:
Gold Summer 23
- Miami Ad School-TopDog:
Spring 24
- Miami Ad School-Global Ideathon:
Silver

Portfolio

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Andrea Avila
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linkedin.com/in/alalunas/

Profile

Multicultural creative who believes in the power of advertising to shape a better world. Art director with a passion for ideas, words, and meaningful storytelling.

Work Experience

- Art Director

David Miami

Idea's Conceptualization, Graphic Design, Art Direction, Digital Design

2024-Present
- Social Media Manager-Intern

Florida International University

Strategic Planning, Content Creation, Graphic Design

2024
- Art Director&Co-Founder

Tertulia Cinema (Ecuador)

Brand Strategy/Visual Identity, Concept Creation, Digital Campaigns, Production

2017-Present
- Social Media Manager

Colineal (Ecuador, Peru, Panama)

Strategic Planning, Digital Campaigns, Community Manager, Influencer Marketing

2021-2023
- Art Director

Yasunidos (Ecuador)

Concept Creation, OOH & Digital crafting, Graphic Design, Digital Campaigns, Production.

2022
- Artistic Experiences Producer

National Cultural House (Ecuador)

Strategic Planning, Production

2020
- Art Direction

Impact-State University of Cuenca

Concept Creation, Digital Campaigns, Graphic Design, Production.

2019
- Graphic Designer

Mucho Mejor Ecuador

Digital Campaigns, Production.

2018