



Andrea Avila Luna

- > Advertising & Strategy
- > Art Direction

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

- Photoshop
- Illustrator
- Premiere pro
- After Effect
- Content Creation
 Instagram/TikTok/Youtube/Linked In/
 Pinterest

Awards

- D&AD/NewBlood: Wood Pencil
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- Young Ones: Bronze ACD Cube Design For Good
- Young Ones: Bronze ACD Cube Interactive Media
- Young Ones: Merit Product Design

Portfolio



[linkedin.com/in/alalunas/](https://www.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

Contact

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