

Luz Angel Lopez

(346)387-0061

luzangellopez87@gmail.com

See My Portfolio:

www.mydigitaldesignspace.com

I'm a content marketing and communications professional specializing in storytelling, brand development, design, and audience engagement. I create impactful content, track analytics to optimize strategies, and enhance public image. I'm passionate about innovation, collaborating with teams to refine messaging and driving meaningful connections.

SOFTWARE

Photoshop (CERTIFIED)
InDesign (CERTIFIED)
Adobe Illustrator
Adobe Premier Pro
Dreamweaver
Adobe Lightroom
Adobe Express
Adobe After Effects
Maxon Cinema 4D
Word, Powerpoint and Excel
ChatGPT, Gemini, Grammarly
Hubspot (CERTIFIED)
Later (Social Media Planner)
Canva, WordPress, Webflow

SKILLS

Web Publishing
Ad Management
Digital Illustration
Campaign Leadership
Typography
Photography
Videography
Copywriting
KPI Optimization
Content Marketing
Script Copywriting
Social Media Marketing
Email & Newsletter Content
Public Representation

EDUCATION:

Houston Community College, Houston TX.

01/2022 - 05/2024

High Honors Graduate

Associates Degree in Digital Communications, with an emphasis in Graphic Design, Web Publishing.

Currently pursuing certifications in Advertising and Public Relations as post graduate studies.

Houston Community College, Houston TX.

Post Graduate Student

Studying to obtain an Associates Degree in Advertising and Public Relations.

AWARDS & ORGANIZATIONS:

Deans List: Fall 2022

Deans List: Spring 2023

Honors List: Fall 2023

Deans List: Spring 2024

PTK Phi Theta Kappa Honor Society Member

ALGA American Institute of Graphic Arts member

WORK EXPERIENCE:

PrimeWay FCU, Content Marketing Specialist

12811 Northwest Fwy Houston, TX

07/24 - 02/25

Create and manage engaging content across newsletters, social media, web platforms, and video scripts to enhance brand awareness and audience engagement. Coordinate scholarship programs and track performance metrics to optimize strategies and strengthen public image.

Michael Angelo's Auto Trim, Media Manager and Assistant

(Hybrid) 3408 Bering Dr. Houston, TX

05/22 - 05/24

Responsible for graphic content, video and photo documentation, and social media management.

PixelIt Design, Junior Design Intern

(Remote) Houston, TX

02/24 - 05/24

Illustrated, detailed, and created web and print assets for client and internal use. Photographed client assets and organized and imported company archives.

TEXAS ARMY NATIONAL GUARD, Combat Engineer (12B, B6)

442nd Combat Engineer Company

11/12 - 04/17

Transportation and logistics, disassembly and construction projects, continuous administrative training, and constant traveling and general training.