



**Claudia
Martinez**
graphic designer

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Education

George Mason University Graphic Design

May 2026 | 3.88 GPA

Skills

Marketing & Analytics

- Marketing Strategy
- Social Media Analytics
- UX Design
- Hootsuite

Design & Software

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Figma
- Canva
- Wix
- Microsoft Office (Excel, PowerPoint, Word)

Platforms

- LinkedIn
- Instagram
- TikTok
- YouTube

Languages

- English
- Spanish

Experience

Brand Identity and Web Designer

NG Custom Home Decor | Jan 2023 - Ongoing | Ashburn, VA

- Designed and launched a Wix website, increasing overall online engagement by 30%
- Developed cohesive brand identities, including logos, typography, and color systems
- Managed multiple design projects simultaneously, meeting deadlines and maintaining a high standard of quality
- Planned and scheduled content calendars aligned with campaign goals

CIE Marketing and Communications Intern

Costello College of Business - GMU | Sep 2025 - Ongoing | Fairfax, VA

- Designed and published branded digital marketing content and event materials for various program campaigns
- Assisted in coordinating event logistics for 40+ program participants
- Conducted outreach to members and participants to ensure strong event attendance and operational support
- Collaborated with staff to strengthen program communication and visual presence

Vice President of Marketing

George Mason Alpha Phi | Nov 2024 - Nov 2025 | Fairfax, VA

- Led the chapter's marketing strategy for recruitment, philanthropy, and events, increasing engagement and 80% return rate for recruiting efforts
- Created 50+ digital and print assets across social media, merchandise, and event promotional items for various marketing campaigns
- Supervised and collaborated with a 4-6 person team delegating tasks and ensured consistent visual direction across all content
- Used social media analytics to optimize content performance and increase engagement
- Created social media ad graphics for 3,500+ followers and applied demographic targeting parameters to reach intended audiences

Digital Design Intern

Toronto Star Newspaper | Summer 2024 | Toronto, Canada

- Partnered closely with the graphic design team to design print layouts, infographics, and illustrations for editorial content
- Collaborated with designers in a fast-paced newsroom environment
- Delivered designs under daily deadlines while maintaining consistent high visual standards

Photographer Assistant

Natasha Gerschon Image Maker | Summer 2024 | Toronto, Canada

- Facilitated the lead photographer during an editorial shoot for Fete Chinoise, supporting lighting setup and creative execution
- Provided on-set support to 30+ models and the creative team
- Assisted with post-shoot tasks, including photo selection and editing like color correction and retouching for publication