

MARINA GARCIA DE QUEVEDO

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SKILLS

Tools & Platforms: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Procreate, Canva, Capcut, HubSpot, Mailchimp, Microsoft Office Suite, Google (Suite, Trends, Analytics), Video/Photography Execution & Editing, Keynote (basic)

Brand Identity: Copywriting, Art Direction, Storytelling, Brand Voice & Messaging Consistency, Marketing Campaign Development & Coordination, Presenting & Communicating

Management & Strategy: Social Media (Publishing, Scheduling, Management, Trend Monitoring, Audience Listening), Calendar Management & Organization, Website Creation & Management, Data Analysis

Languages: Fluent (Spanish, English), Beginner (Italian, ASL)

WORK EXPERIENCE

Creative Intern | The Community (Publicis Groupe)

June 2025 - August 2025 | Miami, Florida, USA

- Collaborated on campaign concepts, compelling copy, and mockups for **Walmart**, ensuring alignment with brand voice and HA (Hispanic Audience) cultural insights.
- Contributed to **Verizon x FIFA** intern-led project: developed creative assets for a digital/social first campaign, pitched directly to leadership, and earned executive recognition.
- Took initiative in preparing and pitching 10+ decks of fresh, out-of-the-box ideas for a market hole Walmart could fulfill while simultaneously collaborating on client briefs.

Copywriter Intern | Ganem - Independent Advertising Agency

September 2024 - December 2024 | Mexico City, Mexico

- Translated and adjusted global video content copy, sent from Samsung, for local audiences while keeping a cohesive, consistent, and recognizable brand message for Samsung Mexico.
- Wrote social media copy for Samsung Mexico, ensuring alignment with brand tone and campaign strategies.
- Pitched more than 15+ ideas for a new Samsung Mexico campaign, with 5 being approved by leadership and sent to client.
- Participated in 2 separate pitches to win over new agency clients (Gatorade and J. García López), gaining executive recognition for ideas pitched.

Art Director & Social Media Intern | Ganem - Independent Advertising Agency

June 2024 - September 2024 | Mexico City, Mexico

- To become a better creative partner, participated as an Art Director Intern, polishing my visual eye for detail and executional craft.
- Designed and executed final social media posts for Samsung Mexico, ensuring alignment with brand guidelines and campaign strategies.
- Designed, wrote, and directed social media posts for the agency's Instagram account, strengthening Ganem's brand identity and online visibility with audiences.
- Posted and measured social media presence, growing the account following up to 163 new followers in less than 4 months.-

Copywriter | The UT Lab - Capstone Course

January 2024 - May 2024 | Austin, Texas, USA

- Collaborated with Zimmerman Advertising's Planet Fitness team throughout a semester-long capstone course simulating a real agency environment, responding to an authentic client brief.
 - Served as Copywriter on the creative team, developing the agency identity, campaign concept, taglines, headlines, and radio scripts aimed at Gen Z and Millennial audiences.
 - Co-led the creative direction and execution of the final campaign pitch deck, which was presented to and later referenced by the actual Zimmerman Advertising Planet Fitness account team.
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EDUCATION

The University of Texas at Austin | B.S. in Advertising, GPA: 3.7

August 2020 - May 2024 | Austin, Texas, USA

- **Texas Creative Portfolio Program - Copywriting & Art Direction**
- Minor in Media and Entertainment

Universidad Pontificia Comillas

January 2023 - May 2023 | Madrid, Spain

- Classical Art, The Mind & AI
- Study Abroad Program