

# Keyla Huinac

## CONTACT ME

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keylahuinac.com

## EDUCATION

### University of California, Davis

B.A. in Design and Sociology  
September 2018 - June 2022

## SOFTWARE TOOLSET

Illustrator  
Photoshop  
CANVA  
Premiere  
After Effects  
Microsoft Access

## Skills

Project Management  
Redcord keeping  
Detail oriented  
Problem solving through  
Visual Design  
Resourceful  
Adaptable  
Interpersonal communication

## LANGUAGES

English, proficient  
Spanish, proficient

## EXPERIENCE

### Digital Organizer

*Central American Resource Center (CARECEN-LA) - May 2024 - present*

- Designs informative programmatic content for CARECEN's website, social media outlets and email initiatives.
- Formulates and maintains a strategic editorial calendar that aligns with the diverse requirements of departments throughout the organization.
- Curates compelling action alerts, online petitions and other creative tactics that contribute to CARECEN's organizing and advocacy campaigns.
- Contributes to the development and implementation of CARECEN's digital communications strategy while elevating its brand presence.
- Monitor, assess, and regularly report on crucial digital communications metrics such as website traffic and social media expansion.

### Promotional Products Production Manager

*Associated Students at UCLA - September 2022 - May 2024*

- Oversaw and performed duties related to the design, production, and sale of custom printed items for various UCLA departments including: apparel merchandise, promotional products, and large scale prints.
- Verified design adherence to the UCLA Trademarks and Licensing's rules and guidelines.
- Maintained accurate and consistent system records using Microsoft Access software to ensure projects were completed in a timely manner and with accuracy.

### Graphic Designer and Promotional Graphics Coordinator

*Educational Opportunity Program - September 2021 - June 2022*

- Planned, executed, and distributed engaging marketing graphics for workshops, programs and events for students at UC Davis.
- Advertised 25+ events on our social media account and biweekly newsletter with over 2,500 followers.
- Organized weekly and monthly editorial calendars to promote organization brands on social media platforms.
- Supported communications/marketing team at events by photographing over 10+ student events.

### Graphic Designer and Social Media Intern

*Kid City Hope Place - July 2019 - January 2020*

- Developed and distributed promotional content including invitations, flyers, social media posts for low-income and first-generation students in the Downtown Los Angeles area.
- Coordinated, developed, and promoted brand guidelines for the organization's annual fundraising event, ULTREYA.
- Tracked social media engagement to identify high-performing ideas and campaigns for scalability.