Aileen Cabrera

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EXPERIENCE

Social Media Intern
May 2024-August 2024
Philadelphia Animal Welfare Society (PAWS)
- Developed informative social media content to promote adoptable animals, highlighting animals in need of foster homes, and recruiting new participants to join PAWS' foster program
- Supported the digital communications team in archiving content, ensuring timely updates and smooth execution of social media campaigns
- Collaborated with stakeholders to document and visually capture the journey of animal rescues

Graphic Designer
May 2023-November 2023
Aer Cosmetics
- Designed a manual guide for sustainable waterproof mascara application, removal, cleaning, and refilling
- Proposed ideas and insights to further establish the brand identity, packaging design, and product development alongside CEO/Founder and design team

Marketing Director
June 2022-June 2023
Drexel University-Latinos For A United Campus
- Managed a team of 12 creative professionals, achieving a 60% increase in social media engagement and follower growth
- Created and assigned strategic initiatives to strengthen community engagement, target audience reach, and maintain a consistent social media presence
- Partnered with on-campus organizations to develop content for First-Generation College Student Day, Latinx Heritage Month, and Graduation; while proactively pursuing additional collaborations, promotions, and advertising

Marketing Coordinator
March 2022-September 2022
Made Institute
- Monitored emerging trends and documented analytics in weekly meeting reports
- Cultivated relationships with fashion students and graduates to broaden their network and support brand development

EDUCATION

Bachelor of Science in Graphic Design
Drexel University-College of Media Arts & Design
September 2019-June 2023

SKILLS

Illustrator	Brand Identity	Figma/Miro
Indesign	Logo Design	Google Suite
Lightroom	Packaging Design	Microsoft Office
Photoshop	Publication Design	Photography
After Effects	Typography	HTML/CSS
Premiere Pro	Social Media	Spanish