



Aileen Cabrera

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EXPERIENCE

Social Media/Design Intern

May 2024-August 2024

Philadelphia Animal Welfare Society

- Conceptualized and designed social media assets to promote adoptable animals, highlighting animals in need of foster homes, and recruiting new participants to join PAWS' foster program
- Captured foster parent stories through interviews and translated them into engaging blog posts that showcased the heart of PAWS' mission and brand voice
- Assisted the digital communications team in managing content libraries and keeping platforms updated, ensuring timely and consistent campaign delivery

Graphic Designer

May 2023-November 2023

Aer Cosmetics

- Designed a manual guide for sustainable waterproof mascara application, removal, cleaning, and refilling
- Contributed to brand identity development and packaging design by collaborating closely with the CEO and design team, offering creative direction and product insights

Marketing Director

June 2022-June 2023

Drexel University-Latinos For A United Campus

- Led a team of 12 creative professionals, achieving a 60% increase in social media engagement and follower growth through targeted content and brand consistency
- Developed and assigned creative strategies to boost community engagement across digital and print collateral, including social media graphics, flyers, merchandise, videos, and photography
- 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

- Tracked emerging industry trends and compiled weekly reports with insights to inform content strategy and visual storytelling
- Fostered connections with fashion students and alumni to support brand-building efforts and amplify community-driven design initiatives

EDUCATION

Bachelor of Science in Graphic Design

Drexel University-College
of Media Arts & Design

SKILLS

Illustrator

Indesign

Lightroom

Photoshop

After Effects

Premiere Pro

Brand Identity

Logo Design

Packaging Design

Publication Design

Typography

Social Media

Figma/Miro

Google Suite

Microsoft Office

Photography

Spanish