

# Julieta Murillo-Lomeli

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Recent Master's graduate in Advertising and Branded Media Technology, I combine creative vision with strategic expertise to drive brand growth. With expertise in design and visual communication, strategic planning and research, business development, and AI-driven innovation. I develop client-focused websites, comprehensive branding packages, and versatile advertising materials, while conducting market trend analysis and analyzing campaign performance to make strategic decisions. By leveraging AI tools to generate ideas, develop copy, and create high-quality visual content, I stay at the forefront of innovative advertising solutions. With experience in social media management, event coordination, and small business advertising. I'm passionate about driving brand growth and meeting clients expectations.

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## Education

BA Advertising and public relations - Loyola University Chicago

MA Advertising and Branded Media Technology - Academy of Art University

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## Creative Skills

### Design & Visual Communication

- Design and develop client-focused websites using Wix/Wix Studio that align with brand voice and values.
- Create comprehensive branding packages including logo design and rebranding strategies.
- Produce versatile advertising materials for multiple platforms (social media, OOH, print, video)
- Develop storyboards and creative direction for short-form video content

### Strategic Planning & Research

- Conduct comprehensive market trend analysis to inform advertising strategies and campaigns.
- Analyze campaign performance metrics to enhance future marketing initiatives.
- Create strategic creative briefs that bridge marketing objectives with design execution.

### Business Development

- Established and managed two small businesses in web design and makeup artistry.
- Implemented comprehensive branding strategies and digital marketing initiatives.
- Create a strong digital presence through website development and social media management.

### AI Skills in Advertising and Design

- Utilize AI tools to generate ideas, develop copy, headlines, brand names, and proofread work in advertising and design projects.
  - Leverage AI to collect data, feedback, and insights, ensuring to fact-check and verify sources for accuracy.
  - Train AI models to achieve specific goals by providing context, sharing inspirations, and maintaining consistent chat threads.
  - Create high-quality, realistic images and short ads using AI tools to enhance visual content.
  - Developed comprehensive branding, social media calendars, audience and mission statements, product images, and in-store designs for new businesses using AI.
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## Work Experience

- Golden Penguin Studio - Website Designer and Graphic Designer - Founder
  - Established and grew client base by implementing strategic SEO optimization and Google Business profile management, resulting in increased organic traffic and leads.
  - Delivered branding solutions and strong visual identities for diverse industry clients including medical practices, construction firms, and childcare businesses.
  - Specialized in developing websites with engaging content that enhanced client brand visibility and audience engagement.
- Accesorios Julie Truck Parts and Repair - Branding and Sales Lead

- Executed a strategic rebranding campaign and website redesign that significantly elevated brand perception and established stronger client relationships in a competitive B2B market.
    - Implemented a targeted communications approach that increased product visibility and client engagement while managing promotional inventory of over 1,000 products.
  - Honey Bee Weddings - Social Media Coordinator and Event Planning Assistant
    - Created detailed project timelines and maintained clear communication channels with multiple vendors, ensuring seamless execution of complex event productions and marketing initiatives.
    - Managed comprehensive event planning for high-value projects exceeding \$50K budgets, demonstrating strong organizational skills.
    - Developed and implemented social media strategies and content that resonates with target audiences that organically increased story engagement by 25%.
  - Craftmix - Social Media Manager - Influencer Marketing
    - Developed and executed influencer marketing campaigns resulting in over 150 successful partnerships nationwide, creating standardized PR packages and creative guidelines for consistent brand representation.
    - Doubled social media audience from 5K to 10K+ followers through strategic content planning.
    - Led comprehensive social media strategy and public relations efforts, utilizing data-driven analytics to optimize engagement and growth.
  - Beauty Creation and Express - Assistant Manager
    - Led a high volume store team that generated substantial weekly revenue of \$30-45K, leveraging strategic expertise to propel daily sales to surpass \$15K during peak holiday periods.
    - Supervised stockroom operations, updated product inventory, and ensured seamless online order fulfillment, demonstrating expertise in logistics
    - Analyzed sales analytics to inform strategic decisions and develop plans to reach sales goals. Coached team members on sales and customer service skills.
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### Technical Skills

- Proficient in various platforms: Meta AI, Claude AI, MidJourney, and Chat GPT for editing, design, tasks, research, copywriting and image generation.
  - Experience with Photoshop AI and Canvas AI integrations.
  - Adobe Creative Suite: Photoshop, InDesign, Premier Pro
  - Content Creation: Canva, iMovie, Instagram Edits, TikTok Creative Studio
  - Web Development: Wix, Wix Studio
  - Multimedia Production: Short documentary development, voice-over implementation
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### Certificates

- Generative Ai for Business Analysts - Project Management Institute & LinkedIn
  - Digital Marketing and Google AD display - Google
  - UI/UX Design - Cerritos College
  - Graphic Design - Canva
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### Leadership and Community Involvement

- Lakewood Jaycees Vice President
- Lakewood leadership Academy
- Miss Artesia Pageant volunteer