

# Lorena Soriano

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## EDUCATION

Framingham State University  
May 2022

B.S in Fashion Design and  
Retailing | Merchandising  
Minor: Graphic Design  
+ GPA: 3.98

## SKILLS + TOOLS

Illustrator, Photoshop, InDesign  
Microsoft Office/Google Workspace  
WordPress/Shopify  
Branding and Identity  
Digital Marketing  
Web Design/SEO  
Social Media Strategy  
Content Creation/Scheduling  
Styling/Photoshoot Assistance  
GIF Animations  
Multi-tasking  
Detail-oriented/Strategic  
Leadership/Collaboration  
Communication  
People person  
Fluent in English/Portuguese  
Other: Instagram, Facebook,  
TikTok, Pinterest, SproutSocial,  
Klaviyo, Dropbox, Canva

## ACHIEVEMENTS

Outstanding Merch. Senior  
Suitable Solutions  
Design Nation Conference  
Commonwealth Honors Program  
President's List 2019-2022  
Summa Cum Laude

## EXPERIENCE

Joseph's Bakery | Marketing and Graphic Design Specialist  
Sep 2023 – Present

- + Lead for all graphic design needs including print, digital brand presence and brand asset management, and merchandising displays,
- + Assists with key marketing initiatives and campaigns contributing to weekly team meetings by presenting ideas and executing creative concepts and projects
- + Maintains and updates Joseph's online store and e-commerce platforms for Amazon and Amazon Fresh
- + Creates sales and marketing collateral including sell sheets, sales presentations, in-store signage and external vendor coordination with display firms, printers, and agencies
- + Coordinates tradeshow/event planning and booth design

ContentMode Magazine | Web Layout and Graphic Designer  
Feb 2022 – July 2022

- + Designed digital web layouts in WordPress and Elementor using brand assets in Dropbox
- + Executed and published 10+ web layouts following tight deadlines often multi-tasking on various projects
- + Created magazine covers using Illustrator/Photoshop following the creative direction and design concepts of the Creative Director

TESStylist | Styling and Production Intern  
Feb 2022 – May 2022

*Clients: PUMA, Reebok, Converse, Sperry, Whoop, Fenway to the Runway, UKG*

- + Assisted with styling organization and preparation of campaigns including trend reports, style shopping, and merchandise returns
- + Worked with the styling team to prep merchandise and dress models on set while collaborating with the production team

Lorena Soriano Design | Graphic Designer  
Sep. 2018 – Present

*Clients: Wigs By Camila, Pet Happy Day, Union Travel, SALA Worship, Settlers Realty*

- + Offers marketing expertise and design services such as branding and identity, social media templates and web design to 7+ small businesses in the Greater Boston area

Design Fixation | Interior Design Blog Intern  
July 2020 – Sep. 2020

- + Brainstormed blog ideas and used SEO strategies to optimize reach
- + Wrote, edited, and published 10+ lifestyle blog posts using WordPress
- + Assisted the organization of Crafty Hour online classes
- + Designed the CraftyHour logo and Pinterest blog post covers which were implemented across multiple social platforms

Test & Report | PR and Marketing Intern  
Nov. 2019 – May 2020

*Clients: Shelter Harbor Inn, GLOW, Patrice Vinci Salon, Imbue Salon, AXL Spin Studio*

- + Planned photoshoots and scheduled social media content calendars
- + Designed flyers and digital content for lifestyle brands increasing following and engagement on web and social platforms
- + Conducted market research and sourced media lists
- + Organized influencer partnerships and B2B collaborations