



# ALICIA ZAMUDIO

DESIGNER &  
PHOTOGRAPHER

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## EDUCATION:

### LEHIGH UNIVERSITY

Bachelor of Arts

Major: Design

Minor: Marketing

## SKILLS:

- Sports, Portrait, & Product Photography
- Expert with Mirrorless & DSLR Cameras
- Graphic Design
- Product Design
- Web Design
- Videography
- Social Media Marketing

## PROGRAMS:

- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe Aftereffects
- Adobe Dreamweaver
- Microsoft Word
- Microsoft Powerpoint
- Microsoft Excel
- Microsoft Access
- Fusion 360
- Wordpress
- Hootsuite
- Figma

## LANGUAGES:

- Fluent English
- Fluent Spanish

## CAMPUS

### INVOLVEMENT:

- Global Citizenship Program
- Kappa Alpha Theta's Diversity, Equity, & Inclusion Officer
- Marketing Club
- Hispanic Scholarship Fund Scholar

## PHOTOGRAPHY, DESIGN, & MARKETING EXPERIENCE

### CAROLINA WOMEN'S BASKETBALL / Director of Creative Content

October 2022- May 2024, Chapel Hill, NC

- Developed innovative content ideas for social media and recruiting purposes
- Photographed team events, recruiting photoshoots, games, and practices
- Designed graphics for print, social media, recruiting, and facility purposes
- Managed several deadline driven projects simultaneously
- Created and implemented content calendars for social media and recruiting
- Published content on social media platforms including TikTok, Instagram, and X
- Tracked growth on social media accounts
- Maintained a consistent brand vision across voice, look and feel
- Collaborated and communicated with internal and external partners

### NW ARKANSAS NATURALS MiLB / Video Production

June 2022- September 2022 Springdale, AR

- Operated cameras for live broadcasting
- Captured video highlights for social media
- Practiced principles of lighting, staging, focusing, and filtering to achieve high quality video production

### LEHIGH ATHLETICS / Photography & Design Intern

August 2021 - May 2022, Bethlehem, PA

- Photographed 14 D1 sports teams in live action and studio settings
- Produced high quality photo and video content for digital channels, programs, and email marketing
- Post-production edited content for publication
- Designed graphics using Adobe programs for social media, print, display, and recruitment purposes
- Cataloged photos & maintained files
- Traveled with teams as needed
- Remained up to date on trends & concepts relevant to Lehigh Athletics
- Responded to any coverage or miscellaneous needs

### THE NUCLEUS / Social Media & Design Intern

May - July, 2021, Dublin, Ireland

- Redesigned and implemented a new social media marketing plan
- Managed social media platforms including Instagram, X, and Facebook
- Planned social media campaigns
- Designed social media templates, artist promotional graphics, and company graphics
- Created and distributed social media content
- Facilitated the expansion of social media accounts