

GIANNA CENTURION CREATIVE

PROFILE

Graduate from the University of Miami with a double-major. Known for my unwavering commitment to quality, I thrive on bringing innovative ideas to life. Currently seeking an opportunity that will empower me to excel in creative directing, branding, social media, advertising & copy writing, contributing my unique perspective to drive impactful campaigns and projects.

DETAILS

Based in Miami, FL

PHONE: (786) 449- 0444

EMAIL: gpcenturion1@gmail.com

WEBSITE: giannacenturion.com

LINKEDIN: www.linkedin.com/in/gianna-centurion

SKILLS

ADOBE SUITE

- Photoshop, Illustrator, InDesign, Lightroom

MICROSOFT OFFICE SUITE

- Word, PowerPoint, Excel

SOCIAL MEDIA PLATFORMS & TOOLS

- Instagram, Tiktok, Facebook, Later.com, Dash Hudson, Canva, Capcut, Procreate

LANGUAGES

SPANISH

Bilingual Proficiency

INTERESTS

Entrepreneurship, Branding, Social Media, Graphic Design, Art Direction, Copy Writing



EDUCATION

BACHELOR OF COMMUNICATIONS

University of Miami | Cum Laude

Majors: Creative Advertising & Psychology

HIGH SCHOOL DIPLOMA

Our Lady of Lourdes Academy

EXPERIENCE

SOCIAL MEDIA MANAGER & DESIGNER

LACQUE HOUSE | OCT 2022 - PRESENT

Experienced Social Media Manager adeptly running Instagram, TikTok, and Facebook platforms for a luxury nail salon in Miami. Crafting compelling content, driving organic growth, and elevating customer engagement. Expertise in beauty and luxury industries, delivering exceptional ROI and trendsetting posts. Passionate about staying ahead of social media trends to optimize online presence.

OWNER

GAME DAY FEVER | JAN 2019 - PRESENT

Self-driven entrepreneur managing a successful small business. Spearheading custom, modern design creations and establishing a strong online presence through social media to attract and retain customers. Utilizing consumer analytics to formulate innovative business strategies while overseeing finance, product design, and distribution processes.

SOCIAL MEDIA INTERN

LIGHTS LACQUER | JAN 2023 - MAY 2019

Engaged in an immersive internship role with a nail polish brand founded by YouTuber Kathleen Lights. Assisting with their social platforms (Instagram, Pinterest, TikTok, etc.), including curating captivating content and facilitating PR send-outs. Embracing a hands-on learning experience in social media marketing and content strategy, actively contributing to timely schedule planning, and taking on various responsibilities to support the team's objectives.

DIRECTOR OF SOCIAL EVENTS

PI BETA PHI | DEC 2021 - DEC 2022

Demonstrated exceptional leadership while fostering connections with other Greek organizations. Planned engaging events to strengthen inter-organizational bonds and enrich the members' experience. Skillfully managing logistics, budgets, and risk management for large-scale events. Expertly managed a substantial budget of approximately \$20,000, ensuring financial efficiency and successful event execution.

DESIGNER

ORANGE UMBRELLA | AUG 2021 - DEC 2021

Worked as a designer for the full-service, student run consultancy at the University of Miami. Collaborated with the design team for successful completion of various projects that met the clients needs.

CAMPUS TEAM

PINK | AUG 2019-MAY 2020

Build a supportive and inspiring community on campus while repping the brand, PINK. Assisted in on and off-campus events set up by the campus ambassadors to spread PINK's brand message and create awareness.