

PALMA CAMARGO

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SUMMARY OF QUALIFICATIONS

- Recent graduate with a Bachelor's degree in Sociology and Visual Arts.
- Demonstrated the ability to analyze market trends and consumer insights to inform marketing strategies
- Contributed directly to the brand development process by providing client-facing category research and consumer insight presentations.

EDUCATION

BACHELOR OF ARTS | SOCIOLOGY AND VISUAL ARTS

University of British Columbia, Vancouver, BC
2018-2022

RELEVANT COURSEWORK:

- Consumers and Consumption
- Shopping, Sustainability and Society
- Organization of Work
- Economic Sociology
- Intermediate Digital Arts

EXPERIENCE

DIGITAL MARKETING COORDINATOR

ARMA Sport / August 2022 – October 2022

- Initiated an influencer management program via Hubble
- Analyzed consumer trends to produce a target consumer profile deck for the company's rebrand

MARKETING AND BRANDING INTERN

Vapor Studio / April 2021 - Present

- Led category research for new agency projects.
- Provided consumer segmentation insights to be used for brand development
- Developed client facing presentations with key visuals, insights and market information

ASSISTANT DESIGNER

Chuo Chocolatier / July 2017 – December 2017

- Collaborated with the creative director and creative marketing team to create mood-boards that informed marketing campaigns
- Participated in brainstorming sessions to plan upcoming product launches
- Designed and painted a mural for product launch party

DESIGN INTERN

Vapor Studio / June 2017 – August 2017

- Assisted in a variety of design roles to learn more about various design professions
- Created and presented mood board to the creative director
- Shadowed photoshoots for marketing campaigns

OPERATIONS ASSISTANT

Norden Goods / August 2017

- Made and packaged candles and incense for an artisan home goods company
- Assisted in packing large shipments to major retailers