

Evette Tamayo

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EDUCATION

Bachelor of Administration in Business

July 2023

University of Illinois at Chicago – College of Business

WORK EXPERIENCE

Graphic Designer & Photographer / UIC Athletics | Chicago, IL

May 2023- Present

- Guided the development of a social media calendar for upcoming events, optimizing audience engagement strategies.
- Facilitated the acquisition of 40.6k new accounts reached on the Women's Basketball Instagram within the last 60 days.
- Led cross-functional collaboration of compelling graphics and promotional content for various posters, signage, programs & social media platforms.
- Formulated and managed dynamic social media templates, ensuring consistent brand representation.
- Provided real-time social media coverage during sporting events, contributing to enhanced online visibility.
- Acted as a vital liaison for UIC Branding assets, ensuring the creation of impactful and timely designs.
- Implemented UIC's graphics strategy, elevating the university's brand presence at both local & national levels.
- Conducted cost estimate compilation & material distribution for efficient project planning.
- Remained updated on graphic design, creative, and social media trends to infuse fresh perspectives for clients.

Director of Creative Content / BXLENT Management & Marketing | Chicago, IL

Nov. 2023 - Present

- Conducted ongoing analysis of social content, promotions, and campaigns providing valuable insights for improvement.
- Created and implemented strategic visual branding initiatives, enhancing our photography and graphic design projects.
- Orchestrated high-impact photography campaigns, leveraging sports trends for compelling content.
- Collaborated closely with clients, translating their vision into powerful visual elements through photography.
- Excelled in project management, ensuring timely and budget-compliant delivery of high-quality visual assets.
- Ensured brand consistency through innovative photography, videography, and graphic design.
- Captured and expertly edited video content featuring our athletes, enhancing promotional efforts with engaging visuals.

Graphic Designer / Front Runner Sports | Chicago, IL

May 2023 – Nov. 2023

- Understanding of brand positioning and the ability to maintain brand consistency across all marketing channels.
- Capture high-quality photos and videos, promoting the excitement of sports, and showcasing clients effectively.
- Exceed client expectations through strong relationships, communication, and innovative designs.
- Utilize Adobe apps for high-quality editing and visually consistent deliverables, staying updated with industry trends.
- Displayed resourcefulness in addressing design problems, adapting to challenges, and devising creative solutions.

Video/Photography Intern / WNBA - Chicago Sky | Chicago, IL

May 2022 - Sept 2022

- Created captivating content for the Chicago Sky's social media, enhancing brand visibility and engagement.
- Captured key game moments, providing valuable media content and promotions.
- Collaborated with the creative team to craft videos, motion graphics and photos, achieving real time content objectives.
- Recognized for exceptional photography, praised by WNBA players and professionals.

UIC Women's Soccer Manager | UIC Athletics | Chicago, IL

Aug 2019 - Nov 2022

- Contributed to reaching over 24k new accounts in the past 60 days through content creation and engagement strategies.
- Managed player statistics, providing accurate data for informed decision-making and improved performance strategies.
- Represented UIC Women's Soccer program through social media content creation and online presence management.
- Managed player statistics, providing accurate data for informed decision-making and improved performance strategies.
- Supervised and mentored 25 players during travel, cultivating a collaborative team environment.

SKILLS

- Language: Fluent in English & Spanish
- Creative: Photography, Videography, Adobe Suite Applications (Photoshop, InDesign, Illustrator, Premier Pro)
- Computer Skills: Adobe Suite Applications, Microsoft Office Suit, Java Script
- Interpersonal Dynamics: Communicative, Collaborative, Proactive, Adaptable, Respectful, and Trustworthy
- Analytical: Tableau Software, Capstone, Google Analytics, Coding in Excel