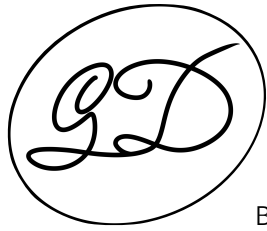


# GUILLERMO DEPENA

[Click this Link to head to my Portfolio](#)



## Education

### **Frederick Douglass Academy**

Advanced Regents Diploma

New York , NY

### **Johnson & Wales University**

Bachelor of Science - Advertising and Marketing Communications

Providence, RI

November 2016 - March 2020

GPA: 3.6/4.0, Dean's List, SHARP (Special Honors and Rewards Program)

## Skills

- Communications
- Brand Development
- IG/Twitter
- Storyboarding / Sketching

- Content Development
- Fluent in Spanish
- Video Editing
- Creative Writing
- Market Research

## Course Work

- Visual Literacy
- Product Development
- Creative Concepts & Strategy
- Advanced Brand Communications

## Relevant Experience

### **MAJESTYK APPS**

SOCIAL MEDIA & MARKETING INTERN

NEW YORK, NY

2019-2020

- Directing the initial development and testing of our webinars
- Marketing research for insight into the agencies targeted industries
- Copywriting for social media and white papers

### **MUSÉE MAGAZINE**

SOCIAL MEDIA / PA & ADMINISTRATIVE ASSISTANT

NEW YORK, NY

2019-2020

- Update the social accounts 3-5 times a day using Hootsuite, while also updating the content calendar based off analytical results
- Working as the assistant to the founder and editor-in-chief, I was responsible for creative recruiting, office management, brand partnerships, and the training of new social media representatives
- Driving the development of creative content by working directly with the founder, writers, photographers, designers, and videographers

### **PERFECT PITCH ENTERTAINMENT**

ADMINISTRATIVE ASSISTANT

NEW YORK, NY

2014-2018 (SEASONAL)

- Monitor and compile all files into corresponding folders
- Coordinated contact between management and corresponding clients
- Worked in teams in order to minimize workload

### **WFDA - INTERNET RADIO**

SPEAKER

NEW YORK, NY

2014-2016

- Developed strong and clear communication skills in order to appeal to larger groups of people
- Direct-marketing by speaking to parents and students at local meetings
- Developing scripts along with the primary messaging for listeners

## Other Past Experiences

- Here There Everywhere / Volunteer New York, NY / 2017
  - Worked as part of a team to help teach art to survivors of abuse, and occasionally assisting with social media.
- HBO / Young Media Mind New York, NY / 2013
  - Learned the basics of media development from professionals working in HBO's NYC Headquarters.
- The First Tee/ Volunteer Instructor
  - Oversee and mentor younger players while they complete a game of golf.