

Maximino Eslava

812-822-8834

heyo@maximinoeslava.com

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Education

Indiana University

Bachelor of Arts in Media May 2021

Major: Media Advertising

Minor: Marketing (The Kelley School of Business)

Experience

Diversity, Equity and Inclusion Chair | AIGA Indianapolis

Jan 2023 - Present

- Organize Eventbrite posts for Creative in Color series on social media platforms
- Photograph events and provide content for Instagram
- Create moodboard for design theme of speaker series

Customer Service Specialist | Roberts Camera

Dec 2022 - Present

- Assist 50+ customers daily through multiple channels of communication
- Manage eBay platform with inquiries and transactions
- Offer advice and guidance bilingually in English and Spanish
- Process returns and exchanges using POS systems

Digital Editorial Designer | A Guy Named Patrick

Jul 2022 - Nov 2022

- Curated internal and external photo research for blog page content
- Created page layouts and designed templates for future posts
- Managed database for page and newsletter content
- Communicated with CEO directly to update on all assignment progress

Gen Create Editorial Board Ambassador | Adobe

Dec 2021 - Mar 2022

- Designed in-feed posts for 313,000+ Instagram followers
- Communicated with representatives on direction and feedback of work
- Provided analytics of content performance to representatives
- Recorded and edited video content for audience engagement on socials

Art Director | Agency 7

Jan 2021 - May 2021

- Brainstormed and discussed design styles and tone of project with teammates
- Led client meetings and created a strong interpersonal relationship
- Collaborated with team to rebrand client's brand presence on Instagram, Facebook, Twitter, and LinkedIn
- Assisted in further development of art creations like color, design, typography, and image deliverables

Skills

Social & digital:

Instagram, Facebook,
LinkedIn, Squarespace

Language:

English (native),
Spanish (native)

Adobe Creative Suite:

Photoshop, Illustrator,
Lightroom, InDesign, Premiere

Microsoft Office:

Excel, Word, PowerPoint,
Outlook