



[www.maiteescobar.com](http://www.maiteescobar.com)  
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## ★ RECOGNITIONS

Future Latin Leaders scholarship by ASEG  
(Association of Ecuadorians in Georgia)

Selected to be part of the Ecuador Poster Bienal  
(International Poster Design Festival where my  
work was showcased in Ecuador and China)

## 🎓 EDUCATION

2024  
M.A in Advertising  
SCAD (Savannah College of Art and Design)

2018  
Engineering in Graphic Design  
UTE (Universidad Tecnologica Equinoccial)

## 🌐 LANGUAGES

- English (Proficiency)
- Spanish (Native speaker)

## 👤 SKILLS

- Art Direction
- Creative Strategies
- Branding solutions
- Graphic Design / Illustration



## EXPERIENCE

2024 Creative Designer (Freelance, Ongoing Contract)  
Costa Coffee (Coca-Cola)

- Conceptualize and create visually compelling designs for a variety of informative materials, and promotional items.
- Design innovative packaging solutions that enhance product appeal and align with brand identity.
- Collaborate with cross-functional teams to ensure design concepts meet project goals.

2023 Advertising assistant  
ASEG (Association of Ecuadorians in Georgia)

- Created an Advertising Strategy Plan to boost awareness of the association's initiatives, events, and scholarships, leading to a remarkable 45% recognition surge in just one year.
- Redesigned REESE (Association of Ecuadorian Students in Georgia) with a modern logo and video assets, elevating its professional identity.

2020 Founder  
Club Booktoon (Multilingual Platform)

- Established a YouTube channel to promote children's literacy through storytelling videos in English and Spanish, garnering support from English teachers who utilize these educational materials in their classes.
- Crafted social media content, to raise awareness of the project and engage with the audience.

2019 Community Manager  
Showbit Content House, Ecuador

- Social media management for Multicines, Ecuador's premier movie theater chain. Leveraging Meta for content scheduling and proactive interaction with comments and direct messages.
- As a video assistant, I captured movie premieres at Multicines and curated reels for social media, resulting in an 40% surge in video content traffic

2018 Graphic Designer  
TBM Digital Agency, Ecuador

- Conceptualized rebranding and advertising campaigns for multiple clients, resulting in the acquisition of four additional clients within a span of six months.
- Designed printed materials including billboards, brochures, and packaging for Las Alitas del Cadillac restaurant, a fast-food chain.