

ADRIANA LORENZO

■ DESIGNER AND
RESEARCHER

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ABOUT ME

Born in Caracas, Venezuela, and based in Medellín, Colombia since 2013, I've forged a career at the intersection of art, design, and digital marketing, with a keen emphasis on social media management.

My approach blends practicality with creativity, anchored in a profound comprehension of leveraging social media platforms to amplify brand messaging, foster engagement, and yield tangible outcomes. Cultural empathy underpins my strategies, allowing me to tailor content and messaging to resonate with diverse audiences.

Proficient in crafting bespoke social media strategies, generating compelling content, and scrutinizing performance metrics, I am committed to guiding brands through the dynamic digital terrain to achieve excellence.

Fluent in Spanish (native), English (C2 level), Portuguese (B1 level), and German (B1 level), I excel at engaging diverse global audiences. My multifaceted background in arts and design enriches my digital marketing endeavors, infusing them with an original perspective.

In essence, I am not just a social media manager; I am a strategic storyteller, devoted to helping brands connect, engage, and thrive in the digital age.

EDUCATION

2018 - 2019

ESPECIALISTA EN INTERVENCIÓN CREATIVA, (POST GRADUATE COURSE)

COLEGIATURA COLOMBIANA, MEDELLÍN

2013 - 2017

INTERIOR DESIGNER

COLEGIATURA COLOMBIANA, MEDELLÍN

2006 - 2012

ART WITH AN EMPHASIS IN ART HISTORY (MAGNA CUM LAUDE)

UNIVERSIDAD CENTRAL DE VENEZUELA, CARACAS

PROFESSIONAL EXPERIENCE

FREELANCE WORK

DIGITAL MARKETING EXPERT FOR ENTREPRENEURS.

SINCE 2020, MEDELLÍN, COLOMBIA.

I've had the opportunity to collaborate with a variety of small businesses across different sectors including interior design, coaching, kitchen design, wellness, and crafts. Since 2020, I've been providing social media management services to these businesses, aiding them in tasks such as content creation, graphic design, copywriting, newsletter development, and data analysis.

Operating remotely, I've had the privilege of serving clients from diverse geographical locations, including the United States, Panama, and Argentina. My primary role involves devising tailored social media strategies to enhance brand visibility, engagement, and lead generation for each business.

As a remote worker, I am deeply committed to my clients, ensuring that deadlines are met and schedules are adapted to meet the established goals by the team. My track record demonstrates my ability to prioritize tasks effectively and deliver results in a timely manner.

Moreover, my experience in events coordination and interior design installation has equipped me with strong organizational skills. I am adept at coordinating logistics, managing vendors, and addressing on-site requirements to ensure smooth execution of projects. My attention to detail and ability to multitask allow me to navigate complex situations with ease, ensuring that all aspects of the project are meticulously managed.

LORENZO BORJAS CONSULTORES, S.A.S

MULTIDISCIPLINARY DESIGNER

SINCE 2017, MEDELLÍN, COLOMBIA.

As a freelance designer, I've explored various aspects of my profession, participating in exhibitions and collaborating with design teams. I've built strong connections with peers and international clients, leveraging my language skills. Additionally, I've contributed to educational initiatives focused on creativity and memory, including developing a workshop titled "Finding Order Within Chaos." My portfolio includes designing plans and 3D models for exhibitions at the Museum of Modern Art in Medellín, along with graphic design projects like books, catalogs, and infographics.

MUSEO DE ARTE MODERNO DE MEDELLÍN

INTERN IN INTERIOR DESIGN, CURATORIAL DEPARTMENT

JANUARY TO JULY 2017, MEDELLÍN, COLOMBIA.

As part of my studies in Interior Design at Colegiatura, I completed an internship at the Museum of Modern Art in Medellín (MAMM) in the Curatorial Department, under the guidance of Chief Curator Emiliano Valdés.

During this internship, I assisted in organizing various events and exhibitions, including the coordination of the "Sculpture Courtyard - Patio de Esculturas" exhibition and the design of its museographic space. Additionally, I supported office processes such as document design, work plans, and the creation of digital and physical 3D models to aid in the design and curation process for staff and guest artists.