

Orlando Pimentel

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708 Rock Creek Church Rd NW, Washington, DC 20010

EXPERIENCE *(References available upon request)*

Porter Novelli, Washington, D.C. | www.porternovelli.com

Intern, June 2017 to December 2017

- Wrote reports and recorded client call notes for a major listening tour of Medicare beneficiaries
- Coordinated a multi-million dollar federal government new client business proposal that ranks in the top 25 of PN's global clients
- Assisted the research team on a large scale, multi-state qualitative project with health practitioners, including conducting ethnographic research and helping organize client deliverables
- Designed digital graphics for social media posts, PPT presentations, and web banners for clients
- PN utilized my fluency in Spanish to edit translated documents

Catholic Student Association, Athens, GA | www.csauga.com

Co-President, January 2014 to March 2017

- Organized monthly social, service, and faith formation programs for 500+ Catholic students
- Conducted secondary research to understand what the community wanted in a faith organization, and our team utilized that research to increase monthly event attendance by 330%

Talking Dog Agency, Athens, GA | www.talkingdogagency.com

Art Director, September 2016 to March 2017

- Analyzed my team's focus group interviews and questionnaire data to guide the development of a visual brand identity for a local brewery
- Designed logos, packaging designs, and digital and physical promotional materials

AdPR Academy, Atlanta, GA | www.adpracademy.uga.edu

Member, March 2017

- Gained 35 hours of advertising and public relations training, led by experts and professionals from Coca-Cola, UPS, Moxie, Porter Novelli, Home Depot, Turner Broadcasting, and Golin
- Collaborated with teams on daily assignments, which included studying millennial media behavior, developing creative and media strategies that addressed client's needs, and crafting campaigns

Office of Multicultural Services and Programs, Athens, GA | www.msp.uga.edu

Lead Graphic Designer, August 2015 to May 2016

- Created marketing materials to raise awareness of the office's programs across campus
- Completed 5+ design projects a month, including event posters, flyers, and brochures

The Creative Circus, Atlanta, GA | www.summeratthecircus.com

Student, June 2015 to July 2015

- Developed skills in art direction, typography, idea development, and creative strategy through an 8-week creative marketing program
- Utilized Adobe Creative Suite for the development of a board game, infographic, and video project

SKILLS

Language: English, Spanish | **Certifications:** First Aid/CPR/AED, Google Analytics

Programs: Adobe Photoshop/Illustrator/InDesign, BrandWatch, Factiva, Microsoft Office, Qualtrics, TVEyes

EDUCATION

The University of Georgia, Grady College of Journalism | May 2017

B.A. in Advertising | Minor in Studio Art | *2x Stone Memorial Creative Advertising Scholarship Recipient*