

# Lizbeth M Herger Reguero

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## EDUCATION

### Boston University

GPA 3.6 Class of 2018

### Anderson Ranch

Experimental Screenprinting 2016

### Academia Di Belli Arti Di Venezia

Printmaking 2016

### Abate Zanetti Glass School

Glassblowing 2016

### Commonwealth-Parkville School

GPA 3.8, Class of 2014

## SKILLS

### Fluent in:

Spanish

English

Italian(Beginner)

Design Software

Advertising/Communication/Marketing

Social Media Analytics/Big Data

Google Analytics

Web Development /HTML & CSS

Wordpress & Squarespace

Invision & Sketch Programs

Typography

Photography/ Videography

Salsa/Merengue

Editorial Publishing

Snapchat/Instagram

Experience & Event Design

Branding

Content Creation

### Neptuno

 Guaynabo, PR | 2018-Present

Worked as a part of the marketing team to create social media content, event design/execution and video advertisements.

### Viviré

 Guaynabo, PR | 2018

Helped create strategic, innovative and creative solutions for one of their prospective clients.

### SGCI Conference

 San Juan, PR | 2018

Managing, planing and designing national annual printmaking conference that will take place in Puerto Rico in 2020.

### Boston University College of Communication's Design Center.

 Boston, MA | 2016-2018

Work along with faculty and University staff in branding and creating visual content for university-wide events.

### J. Walter Thompson

 San Juan, PR | 2016

Took part in an intensive 8 week internship. Worked under the creative and digital department with a mentor and received full company training. Created a video campaign for Chef Boyardee Back To School, Puerto Rico Tourism Company and Triple-S Advantage.

### Sajo Garcia Alcazar Agency

 San Juan, PR | 2015

Participated in an intensive 6 week summer internship. Created full 360 campaigns for clients and presented them weekly. Sold Liberty Everywhere campaign.

### O:live Boutique Hotel

 San Juan, PR | 2016

Collaborated in the development, conceptualization, and design of the hotel's social media presence.  
San Juan, Puerto Rico

### Making Social Media Matter

 San Juan, PR | 2016

Attended a conference concentrated in analyzing and visualizing big data taken from social media platforms.