

## LARA MATALLANA

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 [LinkedIn](#) |  [Portfolio](#)

Art Director, Senior Designer, Creative Lead, Content Director, Visual Designer

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## PROFESSIONAL SUMMARY

**Art Director & Visual Creative** with 7+ years of experience creating high-impact digital and social-first campaigns for B2B and B2C brands across Canada and Latin America. Specialized in visual storytelling, content creation, and brand expression across paid media, social, web, and video. Proven ability to translate strategy into compelling creative that drives engagement, growth, and cultural relevance.

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## CORE COMPETENCIES

- Art Direction & Visual Systems
- Brand Identity & Campaign Creative
- Social-First Content & Video Production
- Motion Graphics & Short-Form Video
- Digital & Paid Media Design
- UX/UI & Web Design (Execution level)
- **Creative Tools:** Adobe Creative Suite (PS, AI, ID), Figma, CapCut, Canva

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## PROFESSIONAL EXPERIENCE

### Art Director

#### Mindshape — Toronto, ON

*April 2025 – Present*

- Lead art direction for digital, social, and paid media campaigns from concept through final delivery, ensuring cohesive visual storytelling across platforms.
- Design and execute brand assets including websites, landing pages, emails, banners, and social content with a strong focus on UX and visual clarity.
- Produce and oversee short-form video and motion content for social and YouTube, contributing to increased engagement and audience growth.
- Collaborate closely with strategy, copy, and account teams to translate insights into impactful creative executions.

### Founder & Creative Lead / Social Media Manager

## **Latinos Toronto**

*2023 – Present*

- Built and lead a social-first digital platform highlighting Latin culture, businesses, and experiences in Toronto.
- Grew Instagram community to **38K+ followers** and **17M+ monthly views** through high-performing reels, storytelling, and platform-native content.
- Conceptualize, shoot, edit, and publish video and visual content optimized for reach, engagement, and brand collaborations.
- Partner with local businesses and brands to develop creative content that drives awareness and community connection.

## **Marketing & Content Strategist (Freelance)**

### **Paula Inc — Toronto, ON**

*Nov 2023 – Present*

- Lead visual design and creative execution for digital campaigns, branded content, and email marketing initiatives.
- Design campaign assets including landing pages, email templates, social visuals, and digital banners aligned with brand identity.
- Produce and edit short-form video and visual content for social platforms, increasing engagement by 20%.
- Collaborate with marketing stakeholders to translate strategy into cohesive visual systems and content frameworks.

## **Social Media & Marketing Specialist**

### **Seneca Polytechnic — Toronto, ON**

*Feb 2024 – April 2025*

- Designed and produced social-first visual and video content that increased brand reach by 67% and engagement by 45%.
- Created viral short-form video content reaching up to **4M views** on TikTok and Instagram through strong visual storytelling.
- Developed branded templates, visual guidelines, and repeatable content systems to ensure consistency across platforms.
- Streamlined creative workflows and production processes, reducing content turnaround time by 30%.

## **Digital Marketing & Website Coordinator**

### **Marla's Fashion — Toronto, ON**

*Jan 2022 – Aug 2023*

- Designed and executed visual content for TikTok, Instagram, email marketing, and web, reaching **4M+ views** and growing social channels by 12K followers in 6 months.

- Led visual design and layout optimization for the Shopify website, improving conversion rate from 1.8% to 3.2%.
- Designed email campaigns, promotional banners, and digital assets aligned with seasonal collections and brand aesthetics.
- Collaborated with merchandising and marketing teams to ensure cohesive visual storytelling across online touchpoints.

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## **CANADIAN EDUCATION**

Seneca Polytechnic (2023 – April 2025) – Ontario College Diploma in Creative Advertising

Tamwood College (2022 – 2023) – Diploma in Digital Marketing

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## **TECHNICAL SKILLS**

Social Media Strategy (Instagram, TikTok, LinkedIn, Meta Ads)

Email Marketing & Automation (HubSpot, Mailchimp, Klavyo)

SEO & Web Analytics (Google Analytics, SEMrush, Hotjar)

Creative Design (Photoshop, Illustrator, InDesign, Canva, Capcut)

Project Management Tools (Function Point, Notion, Monday, Trello)