



objective

Creative and detail-oriented Graphic Designer, Video Editor, and UGC Manager seeking a role to produce impactful, high-performing content across digital platforms while collaborating with a team to bring ideas to life.

education

University of South Florida St. Petersburg

BFA in Graphic Design, May 2019
Minor in Art History

Pyper, Inc. St. Petersburg

Creative Intern,
Aug 2018 – Nov 2018

Figma Training Course

SaaS Design
Issued Dec 2022

skills

Bilingual: English and
Dutch (basic proficiency)

Software: Photoshop, Illustrator,
InDesign, After Effects, Premiere,
Lightroom, Audition, Figma, Insense,
Billo, Slack, Asana

Medium: Printmaking (Silkscreen,
Etching, Cyanotype), Photography,
Watercolor, Charcoal, Drawing

references

Emma Menkins

*Performance Creative Designer
at Wpromote*
emmamenkins@gmail.com

Alana DuLong

*Marketing and Communications
Manager at Middleton Place*
alanagenealong@gmail.com

Zac Fromson

*Co-Founder & COO
at Lilo Social*
zac@lilosocial.com

experience

Lilo Social, Remote

UGC & Video Content Producer | Nov 2023 – May 2025
Video Editor | July 2022 – Nov 2023

- Led the UGC department, overseeing strategy, production, and creator partnerships for multiple brands.
- Ideated and scripted UGC concepts for a wide range of brands across different industries, including Cheribundi, Bearaby, and Murphy's Naturals. Collaborated with the team to develop creative briefs, storyboards, and UGC guidelines.
- Shot and produced UGC-style video content in both home and on-location settings. Managed all aspects of pre-production, including props, shot lists, wardrobe, and set design.
- Edited videos using CapCut and Adobe Suite (especially After Effects); managed post-production from rough cuts to final delivery
- Completed training in Insense for creator sourcing and Figma for design tasks.
- Managed the full UGC creator lifecycle (via Insense, Billo, and internal databases): sourcing, outreach, pricing, contracts, and payments.
- Analyzed performance using Motion (such as ROAS, CPC, thumbstops) to refine content strategy.
- Designed, animated, and edited short-form content for emails, Instagram, TikTok, and other platforms to support campaign objectives and maintain brand consistency.

Wholesome Goods, Inc., Clearwater

Ad Creative Manager | July 2021 - July 2022
Graphic Designer | Nov 2019 - July 2021

- Produced and edited 15-60 second videos to be advertised on Youtube, Facebook, Instagram, and TikTok for multiple different brands.
- Concepted and designed emails, social media posts, online advertisements, and banners to promote each brands marketing objectives.
- Collaborated with pod-mate, a content writer, to continuously come up with ideas, scripts, and storyboards for our campaign videos.
- Managed and supported another pod in their campaign videos by giving them feedback on their ideas, scripts, storyboards, and rough cuts before approving their final videos.
- Reported to the Director on what my pod had produced each month, including the pod we manage, which would be about 10+ videos across different platforms depending on how high or low the production value was.

Wylona Lastres

Creative Hybrid: Designer, Editor & UGC Pro

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