



## objective

Creative strategist and designer specializing in graphic design, video editing, and UGC for B2B and DTC brands, producing high-performing digital content and collaborating 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

**Beavis Hari**  
*Performance Creative Director  
at Klientboost*  
beavis@klientboost.com

## experience

### **KlientBoost, Remote**

*Associate Creative Strategist | July 2025 – March 2026*

- Created performance-driven ad creatives in Figma that supported paid media campaigns across major social platforms for B2B, DTC, and lifestyle brands.
- Analyzed performance data in LinkedIn and Meta Ads Manager (ROAS, CPC, CTR, thumbstops) to optimize creative iterations and improve overall ad performance.
- Partnered with cross-functional teams to align creative strategy with campaign objectives and audience insights.
- Balanced multiple projects in a fast-paced environment using Asana and Slack to consistently meeting deadlines.
- Identified and applied emerging creative trends to keep campaigns competitive and engaging.
- Supported video editing and motion design to enhance creative output across formats.

### **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, scripted, and produced UGC concepts across industries, including Cheribundi, Bearaby, and Murphy's Naturals, collaborating on creative briefs, storyboards, and guidelines.
- Managed full UGC lifecycle (sourcing, outreach, contracts, and payments) via InSense, Billo, and internal databases.
- Shot and edited video content for home and on-location settings, handling pre-production, post-production (CapCut, Adobe Suite/After Effects), and short-form content for social and email campaigns.
- Analyzed performance data (ROAS, CPC, thumbstops) using Motion to optimize content strategy.

### **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: Strategy, Design, Video & UGC*

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