

# MALYNA REED

she/her

Energetic and creative Argentine-American who loves photography, graphic design, and leading creative spaces. Brings an innovative and refreshing approach to idea and concept development. Fully bilingual in Spanish and English. Seeking a junior art director/graphic design position where I can use my design talents to create inspiring solutions to business problems that help to make the world a better place.



## CONTACT ME AT

✉ malynareed@gmail.com

🌐 malynareed.com

🌐 in/malynareed

## EDUCATION

University of Florida, Dec 2021

Bachelor of Science in Advertising

Specialization in Art and  
Photography

## REFERENCES

Dayna Galganski

The Lastinger Center at UF  
(561) 309-1673

daynag@coe.ufl.edu

Lennyn Salinas

Sony Music Entertainment  
(305) 205-2958

lennyn.salinas@sonymusic.com

## SKILLS SUMMARY

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Microsoft Office Suite
- Google Suite
- Dropbox
- Project Management
- Leadership
- Presentation/  
Public Speaking

## WORK EXPERIENCE

### Creative Marketing Intern (Bilingual), Sony Music Entertainment

June 2021 – August 2021

- Hired to fill an Art Direction role and work directly with the Creative Director in developing Sony Latin-Iberia's artistic promotion for both internal and external projects, specifically:
  - Successfully juggled multiple responsibilities for the Single "Miss Life" and EP musical release for Kally's Mashup, the Argentine-Mexican musical telenovela produced by Nickelodeon and Telefe
  - Worked from concept through execution on cover art for the single, "Miss Life"
  - Executed all production work on the EP cover art as well as YouTube and Spotify digital banners
- Worked closely with the creative director on numerous projects, including the design and production for the cover art for Sony artist Fonseca's "Tu 1ero"
- Conceptualized, designed, and produced the logo and tagline for Sony's internal Immigration Awareness Campaign, "I'mmigration"

### Media Specialist at The Lastinger Center at UF

February 2019 – Present

- Lead production projects for multiple early learning topics, such as kindergarten readiness and reading proficiency
- Manage Flamingo Learning, an online professional development platform, aesthetic maintenance including filming and photography
- Overhauled external video production process and brought it in-house, saving over \$5,000 on the most recent literacy project
- In-house photographer responsible for company head shots, event photography, and photo management

### Owner/Lead Creator, Malyna.jpg

December 2018 – Present

- Plan and execute photoshoots in portrait, editorial, lifestyle, landscape, and product photography
- Create customized clothing pieces for clients, collaborating with them to ensure design is as requested
- Design all social media content for Crunch Fitness in Seminole, FL, which has led to increased member engagement
- Personal photography published in Strike Magazine (UF), Hu Magazine, and Frothy Magazine

### Creative Director, Frothy Magazine

December 2020 – September 2021

- Conceptualized, planned and executed all four photoshoots in Issue 2
- Successfully communicated with 16 models during the two-month production period
- Processed and edited over 2,000 photos for the issue, refining the published photos to approximately 100 images
- Guided a team of six layout designers during the post-production process of Issue 2
- Ensured ADA compliance in final review of the issue
- Assisted with PR and social media copy as needed