

Ximena Morales

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Education

Ensign College

Associate of Science Degree in Social Media Marketing GPA 3.96

2021 - 2023

Salt Lake City, UT

Universidad Católica de Santa María

Bachelor of Advertising and Multimedia Sciences GPA 3.88

2018

Arequipa, Perú

Skills

- Expertise of Adobe programs (Illustrator, Photoshop, Audition, and Premiere Pro)
- Mastery of instructional design LMS Learning management system (Canvas)
- Activity planning, execution, and evaluation
- Team-work adaptability and proficiency
- Proficiency in Microsoft Office programs (PowerPoint, Excel, and Word)
- Native Spanish speaker
- Drawing and painting

Certificates

- Microsoft Excel (Microsoft 365 Apps and Office 2019)
- Advanced Google Analytics
- Google Analytics for Beginners
- Inbound Sales | HubSpot Academy

Work Experience

Instructional Design Assistant

Ensign College

Jul 2021 - Present

Salt Lake City, UT

- Revise and create learning content (more than 68 assignments) relevant for students in class and online experiences
- Manage up to 9 projects while collaborating with others and meeting precise deadlines
- Produce videos and interactive animation (over 39) used in Ensign College's courses

Freelance Graphic Designer – Content Creator

The Church of Jesus Christ of Latter-day Saint

Oct 2020 - Oct 2020

Arequipa, Perú

- Designed a logo and an event handbook for a convention of over 1000 participants
- Created social media posts on Facebook and WhatsApp to promote the event

Freelance Graphic Designer – Spot Director

The Church of Jesus Christ of Latter-day Saint

Sep 2019 - Dec 2019

Arequipa, Perú

- Led a team of 4 people in the creation of promotional videos
- Strategized, directed, and edited four promotional videos for open house event critical to surpassing attendance goal with over 78,000 visitors
- Conceptualized and developed a banner, several flyers, and social media posts and prepared four shooting boards and video scripts

Digital Marketing and Advertising Intern

Universidad Nacional de San Agustín (UNSA)

Aug 2017 - Dec 2017

Arequipa, Perú

- Increased event attendance through merchandising, promotional items, and interactive planning
- Composed content for UNSA's social media presence to increase visibility and student outreach
- Edited videos, audio, and pictures to enhance higher education initiatives
- Abridged and revised digital material from ceremonies and academic events for UNSA's annual report

Volunteer Experience

Audiovisual Production Committee

FSY (For the Strength of Youth), Church of Jesus Christ of Latter-day Saint

Apr 2019 - Jul 2019

Arequipa, Perú

- Organized and managed two promotional videos about FSY activities. These videos reach 863 viewers
- Provided support to the committee by recording five videos promoting FSY's staff reaching a total of 4005 viewers
- Executed 21 posts for Facebook and Instagram averaging 36 likes for each post with a total of 832 likes