

Yazaira Luna

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EDUCATION

James Madison University, Harrisonburg VA
Bachelor of Arts in Media Arts and Design
Concentration: Creative Advertising

MARKETING INTERNSHIP

Bluestone Communications PR Firm at JMU

Senior Creative Executive

August 2025 - May 2026

- Coordinate cross-functional teams (creative + account) to execute campaigns and deliverables
- Manage project workflows, timelines, and workload planning across multiple accounts
- Lead client meetings, contribute to strategic brainstorming, and campaign execution
- Develop visual and branded assets to support integrated marketing activations
- Ensure alignment between creative and operational execution

ADVERTISING EXPERIENCE

Campaign Planning & Operations

- Support integrated campaigns across print and digital, ensuring smooth execution from concept to delivery
- Develop and organize creative briefs, timelines, and deliverables across stakeholders
- Conduct audience research to inform campaign strategy and improve targeting

Copywriting & Content Development

- Write brand-aligned copy for social, print, and digital platforms
- Contribute to product placement blog with SEO-focused content strategy

Design

- Create print and digital materials for brand campaigns

WORK EXPERIENCE

JMU Office of Admissions

Front Desk Student Supervisor

August 2024 - May 2026

- Oversee daily operations and administrative workflows in a high-traffic environment
- Coordinate communication between department and assist prospective students and families
- Ensure smooth front-facing operations through attention to detail and problem-solving

TECHNICAL SKILLS

TikTok • Influencer Research • Trend Analysis • Content Planning • Adobe Creative Suite • Canva • Copywriting • Google Workspace • ClickUp • Pinterest • Metaverse • YouTube • Muck Rack • AI Tools • Strong Communication • Organization • Time Management