

# Agia Amezcua-Bone

## MARKETING PROFESSIONAL

Brooklyn, NY | (219) 728-9529 | agiabone@gmail.com

Portfolio: [www.aabdesign.co](http://www.aabdesign.co)

LinkedIn: [linkedin.com/in/agamezcu/](https://www.linkedin.com/in/agamezcu/)

---

## SUMMARY

A passionate, personable and detail-oriented **Marketing Professional** leading multi-channel campaigns, shaping brand identity, and optimizing marketing workflows. **Skilled in** campaign strategy, content creation, project management, brand-focused design, and Adobe Creative Suite, with a strong foundation in design, advertising, and visual communication. **Recognized for** organization, proactivity, positive attitude, problem solving, and time management.

---

## PROFESSIONAL EXPERIENCE

### Freelance Graphic Designer & Web Designer – AAB Design

Remote | July 2021 – Present

- Provide web design, graphic design, and brand strategy services to clients using Adobe Suite (Photoshop, InDesign, Illustrator) and Wix with an emphasis on clear communication and excellent client experience.
- Manage client relationships, project timelines, brand strategy, contracts, budgets and overall business operations with strong attention to detail through the use of Google Suite.
- Oversee creative direction, from concept development to final delivery, ensuring alignment with client goals and brand identity.

### Marketing Director – Art Barn School of Art

Valparaiso, IN | Nov 2023 – Feb 2026

- Executed multi-channel marketing campaigns for exhibitions, events, and educational programming across social media platforms, email (Mailchimp & Wix CRM), digital ads (Google & Meta Ads) and print—producing all supporting collateral.
- Built a comprehensive social media strategy and refreshed brand identity resulting in a **100% increase in reach and engagement** across LinkedIn, Instagram, and Facebook.
- Implemented new project management and timeline systems to streamline marketing workflows.
- Managed hiring process, budgets, physical mailings, and annual marketing strategy.

### Marketing Director – Chesterton Art Center

Chesterton, IN | Oct 2023 – Jan 2025

- Produced print and digital marketing materials—including newsletters, emails, event collateral, social media content, press releases and paid ads—using Adobe Suite, Meta Ads, and Mailchimp.
  - Developed performance-focused advertising strategies, marketing budgets, and relationships with regional media partners for annual art fair, exhibitions, and educational offerings.
  - Maintained organization's Squarespace website through consistent, and timely updates.
- 

## EDUCATION

### Indiana University – College of Arts + Sciences

Bachelor of Arts, Media Advertising (CON Creative)

Minor in Studio Art (Graphic Design Focus)

Bloomington, IN | May 2023 | GPA 3.8 | Graduated with Distinction

### DIS Copenhagen

Core Focus: Graphic Design

Copenhagen, DK | Aug 2022–Dec 2022 | GPA. 3.9 | Study Abroad

---

## INTERESTS

Travel | Self-improvement | Community | Storytelling | Art | Photography | Music | Design