



Lucia Berruto
Art Director

310.591.0788
luciaberrutollb@icloud.com
luciaberruto.com

Education

January 2022 - December 2024

ArtCenter College of Design Pasadena, CA
Bachelor of Fine Arts in Creative Direction

August 2019 - May 2021

Santa Monica City College Santa Monica, CA
Associate of Liberal Arts and Behavioral Sciences

Experience

February 2024 - Present

Social Media Manager (Remote)

Ventura Spirits Ventura, CA

Lead the creative for the online presence of 'Angeleno Amaro', the spirit, by creating engaging content and writing newsletters. Responsibilities include managing social media accounts, running paid ads, capturing brand photography, and assisting with production for authentic product representation resulting in significant growth in Angeleno Amaro's social media community.

May 2021 - Present

Social Media Manager

Silicon Beach Digital Agency Los Angeles, CA

Oversee multiple client accounts, craft and execute customized social media strategies and execute them effectively. Create content, manage social media profiles daily, and collaborate closely with clients to develop their brand strategies. Run targeted paid ad campaigns and integrate social media with broader marketing efforts. Boost the social media presence and performance of a diverse range of clients through a combination of creativity and strategic thinking.

April 2021 - Present

Fashion Model

BiCoastal Management Los Angeles, CA

Work as both a fit and photo model for various clients, showcasing their latest collections. Collaborate closely with designers and photographers to ensure the best representation of each garment.

February 2021 - May 2021

Studio Intern

Stadium Production Company Los Angeles, CA

Gained hands-on experience by working closely with directors and executive producers. Assisted on set, supported production tasks, managed office operations, and ran errands. Learned a wide range of production-related skills and observed the creation of spots from start to finish, gaining valuable insights into the production industry.

Recognition

January 2022 - December 2024

ArtCenter Undergraduate Scholarship

February 2024 - September 2024

ArtCenter Student Gallery; Gucci x Barilla
(Campaign Posters)

2022 - 2023

ArtCenter Student Gallery; American Lung
Association (Ad Poster)

Expertise

Strong working knowledge of:

PowerPoint, Keynote, Sheets, Word, Slack, Later, Slides

Familiar with:

Lightroom, Photoshop, PowerPoint, Teams, Miro, Illustrator, InDesign, Excel, Procreate

Skills:

Photography, graphic design, brand identity development, advertising, copywriting, social media communications, digital marketing, creative content creation, production planning, fashion styling

Involvement

2015 - 2016

Volunteer

Hollywood Food Coalition Los Angeles, CA

Volunteered with the Hollywood Food Coalition, serving meals to the homeless and hungry.

2014 - 2015

Volunteer

Alexandria House Los Angeles, CA

Contributed my time to a shelter for women and children, supporting their mission to provide a safe and nurturing environment.