



www.maiteescobar.com

contact.maiteescobar@gmail.com

404-452-1158



RECOGNITIONS

Lead of Ladies, wine and design Miami

Future Latin Leaders scholarship by ASEG
(Association of Ecuadorians in Georgia)

Selected to be part of the Ecuador Poster Bienal
(International Poster Design Festival where my
work was showcased in Ecuador and China)



EDUCATION

2024

M.A in Advertising
SCAD (Savannah College of Art and Design)

2018

Engineering in Graphic Design
UTE (Universidad Tecnologica Equinoccial)



LANGUAGES

- English (Proficiency)
- Spanish (Native speaker)



SKILLS

- Art Direction
- Creative Strategies
- Branding
- Graphic Design
- Video
- Photography



EXPERIENCE

2025

Graphic Designer
Habitat Group

- Create print, social, and investor materials for real estate and hospitality projects.
- Support key accounts including Habitat Collection, Smart Brickell Hotel, Abitaro, and Habitat Immigration.
- Assist marketing team with scripts, art direction, and video editing for promotional content.

2024

Freelance Creative Designer
Costa Coffee (Coca-Cola)

- Create designs for promotional materials and packaging that attract attention and reflect the brand's identity.
- Work closely with cross-functional teams to make sure designs meet project goals and needs.

2019

Community Manager
Showbit Content House, Ecuador

- Manage social media for Multicines, scheduling content and engaging with audiences on Meta platforms.
- Assist with video production, capturing premieres and creating reels, boosting video content traffic by 20%.

2018

Graphic Designer
TBM Digital Agency, Ecuador

- Develop rebranding and advertising campaigns for multiple clients, helping the agency gain four new clients in six months.
- Design printed materials such as billboards, brochures, and packaging for Las Alitas del Cadillac restaurant.