Maite Escobar

WWW.MAITEESCOBAR.COM

Miami, FL (Relocating to Austin, TX)
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404-452-1158
English (Fluent) | Spanish (Native)

EDUCATION

M.A. in Advertising (2024)
Savannah College of Art and Design (SCAD)

Engineering in Graphic Design (2018)
UTE (Universidad Tecnológica Equinoccial)

RECOGNITIONS

- Lead of Ladies, Wine and Design (Miami Chapter)
- Future Latin Leaders scholarship by ASEG (Association of Ecuadorians in Georgia)
- Selected participant, Ecuador Poster Bienal (International showcase in Ecuador and China)

SKILLS

- Art Direction
- Brand Identity & Creative Strategy
- Campaign Development
- Digital & Print Design
- Video & Content Direction

SOFTWARES

- Adobe Suite, Figma, Canva
- Wix, GoDaddy, High Level (CRM)
- ChatGPT, Claude, MS Office

ART DIRECTOR I BRAND & MKT

EXPERIENCE

Art Director
Habitat Group | Miami, FL
Apr 2026 - present

- Design promotional materials, including banners, brochures, flyers, social media content, and investor decks, across Habitat Group, Smart Brickell Hotel, Millux Place, and Abitaro, while managing an external web development partner and contributing to overall marketing strategy.
- Provide art direction and script writing for video content, working closely with external videography partner.
- Manage the CEO's calendar, coordinate events with strategic partners, and oversee print production through an external vendor

Senior Graphic Designer
Habitat Group | Miami, FL
Mar 2025 – Apr 2026

- Designed integrated print, digital, social, and investor marketing materials for all brands under the Habitat Group umbrella.
- Designed the app and website for Abitaro, a real estate co-ownership program, translating its business model into a digital experience.

Freelance Creative Designer
Costa Coffee (Coca-Cola) | 2024

- Designed promotional materials and packaging supporting brand visibility.

Community Manager
Showbit Content House | 2019

- Managed social media for Multicines, Ecuador's leading cinema chain, supporting video production and premiere coverage that increased video traffic by 20%.

Graphic Designer
TBM Digital Agency | 2018

- Developed rebranding and advertising campaigns that helped drive new client acquisition, and designed print materials, including billboards, brochures, flyers, and packaging.