

Lucia Gavazza

Image creative based in Buenos Aires. Education focused on art with strong professional career in commercial activities. Result driven and detail oriented.

Buenos Aires, Argentina
(341) 542 7964
lucia.gavazza@gmail.com

EXPERIENCE

ARCHIVO CARNEVALE, UNR, Rosario: *ARCHIVE INTERN*

2023

- Assisted in the inventory and cataloging of archival materials, ensuring accurate documentation and accessibility.
- Digitized and processed photographs and documents, preserving their integrity and quality.
- Followed established archival practices and procedures to ensure the proper preservation of materials.
- Restored damaged images with digital non-destructive techniques.

soona.co, Denver: *IMAGE RETOUCHER*

2020-2023

- Enhanced product images through color correction, retouching, and resizing to meet brand standards and increase sales conversions.
- Collaborated with photographers and creative team members to ensure images accurately represented product details and features.
- Managed multiple projects simultaneously, meeting tight deadlines and maintaining consistent quality across all images.
- Delivered up to 70 high quality images, videos and animated stop-motion gifs on a daily basis.
- Conducted image quality assessments and implemented improvements to optimize visual appeal and drive customer engagement.
- Designed and pitched creative and practical ideas for the company's seasonal sales packages offered to clients.

ART EXHIBITIONS

2024: "Dispositivos de Captura", augmented reality and ceramics. Collective event - Laboratorio Festival

2019: "Lilith", photography. Collective event - MUIlavaca

2019: "El exilio del Baco", photography. Selected for award - Arte x Arte

2018: "TOILETTE", curatorial project. Photography based public space intervention - UNSAM.

ENGLISH

Certificate in
Advanced English: S. 8.3

GL Real Estate Consulting, Buenos Aires: *HEAD OF CONTENT*

2017-2020

- Developed a content calendar that effectively allocated resources and improved workflow efficiency.
- Utilized social media and e-mail marketing to promote content and increase brand visibility.
- Collaborated with cross-functional teams including graphic designers, photographers and marketing teams to ensure content aligned with brand messaging and core values.
- Produced content strategy and editorial guidelines for all content, resulting in consistent messaging and improved brand recognition.
- Managed contacts and business data with CRM software

UNSAM, Buenos Aires: *ADJUNCT PROFESSOR*

2018-2019

- Assisted in project class “Photographer Portfolio” under the coordination of Florencia Blanco and Gerardo Dell’Oro.
- Mentored and advised students to help them develop their project portfolio with a series of up to 20 images.
- Provided timely feedback to students on their assignments and course activities.
- Utilized a variety of teaching methods and multimedia to create an engaging and interactive learning environment.

EDUCATION

UNSAM, Buenos Aires: *Bachelor of Art (Photography)*

2016-PRESENT

UNA, Buenos Aires: *Bachelor of Art (Scenography)*

2014-2016

Escuela de Fotografía Creativa Andy Goldstein, Buenos Aires: *Associate Degree (Creative Photography)*

2011-2014