



Contact

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Email

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Location

Boston, MA

LinkedIn

[Press here](#)

Education

2022- 2026

Bachelor's in Advertising and PR
University of Málaga, Spain

2024-2025

Study Abroad (full year)
Sapienza University of Rome, Italy

2020 - 2022

STEM high school program
Colegio San Estanislao de Kostka

Relevant skills

- | | |
|------------------|----------------|
| ● Multilingual | ● Adobe Suite |
| ● Teamwork | ● Canva |
| ● Organization | ● Figma |
| ● Leadership | ● Metricool |
| ● Communication | ● Mailchimp |
| ● Illustration | ● Wordpress |
| ● Photography | ● CSS and HTML |
| ● Graphic design | |

Languages

English | Native

Spanish | Native

Italian | C1 proficiency

Lucía Tapia García

Communication & Design

Advertising and PR graduate with a love for art, design, storytelling and creativity, always looking towards making purposeful work! I have lived between the US and Spain, and am currently based in Boston, Massachusetts. I've gained experience in content creation, campaign organization, and visual design, along with a growing portfolio in illustration and brand storytelling. After moving across cities and understanding different cultures, I consider myself to be a very open and social person, quick to adapt and genuinely excited in meeting new people and viewing different perspectives. Curious, motivated, and committed to whatever I'm part of, I can guarantee I'll give it all I have in any position I find myself in!

Experience

- **2026**
RDLB agency
Head of PR in the Northeast
 - Leading brand activations, events and media relations for a family of fashion brands, establishing them in the Boston area.
- **2026**
Boston University
Design Strategy - summer course
 - Development of design strategies used to engage audiences and enhance comprehension of all forms of mass communication from traditional print to digital media.
- **2025**
La Machi Communication for Good Causes I Remote
Communication Internship - 5mos
 - Campaign organization
 - Social media planning and content creation
 - Webpage and ebook translation services
- **2023 - 2024**
Divina Events I Málaga, Spain
Event Hostess
 - Brand product promotion
 - Hostess services and organization assistance at events and congresses
- **2023**
Soho Boutique Hotels I Málaga, Spain
Customer relations asistant - summer job

Formed part of the company's commercial department, where I managed responses from users in the different opinion sources (currently Booking, TripAdvisor and Google) with the new Online Reputation Management tool, ReviewPro. It is used to compare the performance of the Soho Boutique chain of hotels (worldwide, by department and with that of its competitors) and to improve services.
- **2022**
Paraty Tech I Málaga, Spain
Hostel web and content design - summer internship
 - Design of graphics for advertising campaigns focused on the touristic/hotel sector
 - Editing and retouching photography for different media such as webpages and social networks
 - Editing hotel webpage information