

AVANTI VYZA

CREATIVE STRATEGY & CONTENT

avantivyza@gmail.com | +1 214 532 0657 | [linkedin.com/in/avantivyza](https://www.linkedin.com/in/avantivyza) | avantivyza.com

SUMMARY

Creative marketer developing concepts, content, and digital experiences across independent brand projects, travel, and live events. Combines audience understanding and hands-on execution with six years of consulting experience translating complex problems into clear narratives and coordinated delivery.

MARKETING SKILLS

Creative Strategy • Brand Positioning • Brand Storytelling • Content Creation • Social Media Planning • Website Creative Direction

SELECTED CREATIVE WORK

- **Mantra | Social Content & Calendar Management | 2026 campaign** — Own the social media content calendar and create playful, edgy content supporting follower-growth goals and promotion of the November 5 event.
- **Duolingo | Independent Strategy Concept** — Analyzed the brand's social strategy and developed an original campaign concept connecting brand voice with cultural relevance. avantivyza.com/duolingo.html
- **Tinder | Independent Strategy Concept** — Developed a repositioning concept using in-person experiences to shift perception toward meaningful connection. avantivyza.com/tinder.html

EXPERIENCE

Freelance Web Designer

Oct 2025 – Present

Independent projects and client work | Remote

- Translate business needs into creative website concepts, shaping the visual experience and functional workflows through Figma design and AI-assisted implementation.
- Designed and launched Kinda French Kitchen's website and admin portal, connecting the public-facing experience with self-service pricing and availability controls. Live since September 2026 at kindafrenchkitchen.com.

Fora Travel — Independent Travel Advisor

Jan 2025 – Present

- Built a client base from 1 to 10 with no paid marketing budget, using website content, Pinterest, TikTok, and personalized consultations.
- Create destination stories, Pinterest content, and short-form travel videos with captions and translations; designed and built the travel website. avyzaventures.netlify.app
- Created 10–12 tailored itineraries plus branded destination guides; earned 5+ repeat bookings and 3 referrals through personalized planning and ongoing communication.

Experiential & Event Production — Freelance

2023 – Present

New York, NY

- Contributed guest-experience planning, social scheduling, and promotional ideas for two sold-out Shut Up and Bounce boat parties of 300–400 guests each.

Promontory Financial Group, an IBM Company

Jul 2018 – Oct 2024

Managing Strategy & Compliance Associate | New York, NY

- Developed and presented four annual review decks for global banking clients, turning complex regulatory information into clear visual narratives to inform executive planning.
- Partnered with 5 subject-matter experts to develop a centralized documentation library, translating complex requirements into a resource for the broader organization.

TOOLS

Figma, Canva, CapCut, Pinterest, TikTok, Meta Business Suite, Google Analytics, PowerPoint, Google Slides, Claude, ChatGPT, Notion, Excel

EDUCATION & CERTIFICATIONS

B.B.A. in Marketing, Minor in Finance — The University of Texas at Austin | May 2018

AI Fluency (Anthropic) • Prompt Engineering for ChatGPT (Vanderbilt) • Project Management Capstone (Google)