

Carla Fernanda Lozano

SKILLS

Creative Strategy
Creator Partnerships
Experiential + PR
Concept Development
Multicultural
Fluent Spanish

TECH

Sprinklr
Brandwatch
Dash Hudson
Adobe Suite (Ps, Id)

EDUCATION

Texas State University
Bachelor of Science '15
Public Relations,
Psychology

FIDM

Associate of Arts '12
Visual Communications



cferloz@gmail.com
915-319-1798
Austin, TX

EXPERIENCE

CALLEN *Sr. Creative Strategist*

Austin, TX
July 2024 - Current

Disney+, Hulu, Crocs, Vera
Bradley, Sandisk, Olipop,
OOFOS, Bijan Mustardson

Creative strategy lead specializing in cultural positioning, brand + creator partnerships and content production.

- Led social & creator strategy for Vera Bradley's highest-performing campaign to date: 500M+ views, 226% engagement increase, 103K new followers.
- Led social & creator strategy for Disney+ Huluween 2025 campaigns, driving 150% social engagement increase and securing organic press coverage.
- Grew Bijan Mustardson's audience 300% in six months, cementing the brand within NFL youth culture.

W+K Bodega *Creative Strategist*

Portland (Remote)
June 2023 - June 2024

Visa Global, Visa North
America, Instagram

Creative strategist leading real-time cultural campaigns for Visa and Instagram.

- Produced Visa's first cross-border social travel campaign across 4 countries with 4 creators, generating 2.3M impressions.
- Conceptualized Instagram's GenAI launch campaign, driving 450K engagements.
- Served as Bodega's trend lead, providing weekly cultural & multicultural insights that informed agency-wide strategy.

Wieden+Kennedy *Community Strategist*

Portland (Remote)
Oct 2021 - June 2023

Old Spice, Fisher Price, EA
Sports

Community strategist overseeing creative social campaigns, partnerships, and editorial planning.

- Ran social strategy for 8 major Old Spice campaigns including Men Have Skin Too, Curls Are Cool, and World's First Smellable NFT.
- Managed brand partnerships across Netflix, NFL, Arby's, State Farm, and ESPN.
- Led social listening, delivering real-time audience insights across all brand properties.

McJ *Media Planner & Community Manager*

Austin, TX
July 2019 - Oct 2021

Frost Bank, Kendra Scott,
Tuesday Morning

Media planner and community manager overseeing paid, organic, and creator-led campaigns for three retail brands.

- Established Sprinklr social listening workflow, delivering competitor and audience insights to inform campaign strategy.
- Led Frost Bank's community engagement, providing real-time recommendations across social properties.
- Maintained 95% positive brand sentiment through strategic engagement and audience management.