

silvana lastra melendro

hello!

i'm silvana lastra melendro

i'm a multidisciplinary *colombian creative producer* and content creator with a photography and art direction background. lately working as freelance in graphic and editorial design // i'm a experienced social media manager, communication strategist and brand creator // also i'm currently a *kombucha brewer*.

always in for coffee or sharing some rose kombucha // please don't hesitate to email me

contact

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Barcelona

work

lasmarias
graphic design / marketing strategy / management
2020

paulina dominguez
collage design
2021

the yoga dance doctor
social media management & content creation consultancy
2021

candela
brand & project management
entrepreneurship / 2020

la-tapera
branding & communication strategy
2020

françois guissard
commissioned photographer
2020

fitbar
product & lifestyle photography
2020

dog bracelet
digital & offline graphic design
2020

hometimes
graphic design / social media management
2020

el tinglado
graphic design / photography / social media
2019 - 2020

with us
social media management & content creation consultancy
2021

sylvia bonnet
coolhunting / styling assistance
2019 - 2020

lavalentina design
brand management / art direction / graphic design
2017 - 2019

sakia
graphic design / social media management
2020

3cero2
b-capital backstage team
2016 & 2018

education

master in fashion styling, advertising and audiovisual media

lci barcelona

2019 - 2020

art direction certified short course

lci bogotá

2018

undergraduate in fashion marketing & communication

lci bogotá

2015 - 2018

industrial design short course

pontificia universidad javeriana

2014

editorial design & layout short course

universidad de ibagué

2014

school

colegio de la presentación

2013

languages

spanish *native*

english *professional proficiency*

french *basic*

catalán *basic*

software

image post production & retouching

photoshop / lightroom

design & layout

illustrator / indesign

web design

xd / figma

web development

html / css / js

video editing

premiere pro

animation

after effects

digital brand management

hootsuite / mailchimp

interests

photography

a self-learning journey since 2012

cooking

introduction course to cooking in 2014

fermentation

kombucha / tepache / water kefir / ginger beer

yoga

common practice since 2019