

Luiza Katz

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Relevant Skills

- Over 6 years of experience working as a photographer
- Social media content creation
- Proficient in video production and editing, using Adobe Premiere Pro, CapCut, After Effects, as well as in Photoshop, Lightroom, Illustrator, InDesign, Canvas
- Knowledge with camera equipment, lighting, and sound recording.
- Detail Oriented
- Creative
- Quick learner and highly adaptable
- Communication skills
- Organizational and time management skills

Education

- **Media Communications** Humber College Lakeshore Campus GPA 89 Jan 2024 – Apr 2025
Enhanced my skills in graphic design, photography, videography, media writing, and web design.
- **Professional Photography Course** School Pernambucana of Photography Jan 2016
 - Experience with various professional camera formats
 - Conducted field study outdoor
 - Lightroom and Photoshop

Experience

Highlights

- Transformed an Instagram profile from stock photos into a captivating feed of authentic and real images.
- Elevated the quality of amateur photos to professional standards through advanced lighting techniques, creative styling, and careful image post-production, enhancing the overall visual presentation.
- Addressed client concerns promptly and effectively, ensuring high levels of satisfaction and repeat business.
- Ensured all client specifications and preferences were meticulously followed, resulting in high-quality deliverables.
- Handled various client personalities and preferences with professionalism and flexibility, contributing to a smooth and enjoyable customer experience.

- **Marketing Intern** FAB Restaurant Concepts Mar 2025 – Apr 2025
 - Researched trends, created content calendars, and aligned posts with marketing goals.
 - Developed social media content, promotional copy and designs for 7 different restaurants.
 - Created shot lists for photo sessions tailored for Instagram and TikTok.
 - Captured and edited high-quality visuals for social media to match brand aesthetics.
 - Managed and curated a social media account with relevant content.
 - Edited photos and videos using Adobe Creative Cloud for maximum impact.
 - Worked closely with the marketing team to ensure consistency in branding and messaging.
- **Freelance Content Creator** Ubar Casa Forte Jun 2019 – Oct 2019
 - Produced over 40 pieces of online content with photography to advertise featured menu drinks.
 - Designed advertisements with photography and graphic design.
 - Captured weekly photoshoots for 5 months of the venue environment.
 - Photographed live events and provided final edited, high-quality photos within three days.

Additional Skills

- Languages: English and Portuguese
- Printing and framing high res. images
- Created and sold decorative frames
- Product photographer
- Portrait and landscape photographer
- Event photographer, birthday parties, baby engagement photos, maternity
- Experience modelling on set