

Nicolas Orrego Luque

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Education

Savannah College of Art and Design (SCAD)
Advertising and Branding B.F.A.

Savannah, GA

Experience

ORLU LLC Remote

Project Manager February 2024 – Present

- Led project management efforts, overseeing timelines, resources, and deliverables for various property interests.
- Proactively identified and resolved issues to maintain project timelines and mitigate risks.
- Facilitated communication between company stakeholders, clients, and contractors, ensuring alignment of objectives and smooth execution.
- Evaluated potential new investments, providing valuable input to support informed decision-making and drive company growth.
- Implemented innovative systems and procedures to enhance project efficiency and operational effectiveness.

ORLU LLC Remote

Executive Assistant October 2023 – February 2024

- Acted as a liaison between management, clients, and contractors, ensuring efficient communication and coordination.
- Managed real estate investments, overseeing documentation, finances, and scheduling to optimize processes.

Luxe Collective Group New York, New York

Associate Strategist August 2022 - October 2023

- Administered multimillion-dollar budgets, meticulously allocating resources to maximize campaign impact while adhering to financial constraints.
- Utilized data-driven insights and market research to develop targeted advertising and media strategies tailored to the unique needs and objectives of luxury brands such as Hermès, La Prairie, and Oceania Cruises.
- Collaborated closely with cross-functional teams, including creative and media departments, to ensure seamless execution of campaigns and alignment with brand messaging and positioning.
- Continuously monitored campaign performance and conducted thorough post-campaign analysis, identifying areas for

United Reaction

VP
President

- Engaged Led a student-run organization focused on Latin American trends and projects.

SCAD Equestrian Team 2019

Athlete

- Demonstrated teamwork and dedication through participation in a passion fueled experience.

Skills

Technical: Media planning and buying, Art and creative direction, Graphic design and branding, UI and UX design, Adobe Creative Suit, Microsoft Office Suite, Figma.

Language: Spanish, English, French (basic).

- optimization and refinement to drive future February 2024 - Present
- Maintained strong client relations, serving as a trusted advisor and strategic partner, and proactively addressing client feedback and concerns to exceed expectations and foster long-term partnerships.

Deutsch NY New York, New York

C.A.M.P. Accelerated Internship July 2022

- Gained exposure to account management, creative, production, and strategy aspects of an advertising agency.
- Participated in a fast-paced internship program focused on skill development.

Keithcity Group New York, New York

Design Intern May 2022

- Played a key role in the branding efforts for October 2020 - Present Remote
- Ensured consistency and visual appeal across different platforms.
- Executed UI/UX design and graphic design projects, contributing to the enhancement of user experiences and brand identities.
- Spearheaded initiatives related to NFT marketplace design, staying updated with emerging trends and technologies in the digital design space.

Presidential Campaign Ivan Duque, Bogotá Bogota, Colombia

PR Intern January 2018 - June 2018

- Spearheaded targeted marketing initiatives and conducted in-depth analysis of political demographics to optimize outreach efforts.
- Played an instrumental role in securing a victory for Colombia's presidential elections, contributing to a record-breaking 10.4 million votes through strategic messaging and youth-focused campaign events.
- Engaged in comprehensive market research and analysis to understand the political landscape and the interests of different demographic segments.

Leadership & Activities

Savannah, Georgia

2019-2020

2020-2022

Savannah, Georgia