

MIRIAM LEA ZIVEN

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SUMMARY

Creative Producer with cross-disciplinary expertise in graphic design, video editing, and content strategy. Adept at executing polished visual assets across digital platforms, print, and video. Known for delivering brand-aligned design solutions that balance creativity with strategic objectives. Bi Lingual: Native English, Advanced Spanish (LATAM)

SKILLS & EXPERTISE

Design & Content:

Graphic Design • Video Editing • Branding • Print Collateral • Social Media Assets • Web Content Design • Scripting & Storyboarding • UI Direction • Art Direction

Tools:

Photoshop • Canva • Illustrator • Figma • WordPress • Squarespace • DaVinci Resolve • Final Cut • CapCut • Premiere Pro • iMovie • Cameras and Video Equipment

Strategy & Platforms:

SEO Optimization • Cross-Platform Campaigns • Email Marketing (Flodesk, Mailchimp) • Typeform • Google Analytics • Social Platforms (Instagram, TikTok, YouTube)

Project Delivery:

Creative Direction • Visual Asset Production • Style Guides • Onboarding Material • Event Footage Editing • Vendor Coordination • Bilingual Content (Spanish/English)

EXPERIENCE

Minnesota State Arts Board Education Grant – Go Tango Program (2/2023 – Present)

Creative Producer:

- Designed and edited social media reels and event footage using DaVinci Resolve, CapCut, and TikTok.
- Wrote and executed email campaigns and onboarding programs to drive engagement.
- Directed press photography and video shoots; managed creative teams and art budgets up to \$35,000.
- Created branded visuals and flyers to support program outreach and visibility.

Independent Logistics | Cultural Experiences (2/2022 – 2/2023)

Creative Producer:

- Designed multi-language carousel posts on ear training and music interpretation for Instagram and Facebook.
- Designed/Updated the 2022-26 seminar brochure using Canva and Photoshop.
- Developed branded visual identity packages and travel brochures for international programs.
- Edited social and YouTube videos using DaVinci Resolve and iMovie; increased digital engagement by 44%.

- Designed and maintained WordPress pages with growing IA and SEO structure.

Phyllis Wheatley Community Center (6/2018 – 2/2023)
 Communications & Operations Lead:

- Designed quarterly newsletters using Canva and Photoshop.
- Contributed branded content for development and stakeholder outreach.
- Led updates to handbooks and SOPs in alignment with internal visual guidelines.

Hamline University (2/2017 – 5/2018)
 Program Manager:

- Led design and branding decisions for the Minnesota Community Assembly grant, including all flyers, posters, and social media content.
- Directed marketing timelines for grant-funded projects totaling \$500,000.
- Oversaw creative vendor performance and collateral delivery.
- Served as proxy for leadership and coordinated promotional outputs across departments.

SELECTED DESIGN PROJECTS

- Los Patricios Pizzería & Patagones Restaurant – Designed branding packages, menus, and print collateral for dine-in and takeout audiences.
- Theater Productions – Designed promotional materials including posters, programs, and social visuals for local performing arts events.

EDUCATION

INDIANA UNIVERSITY - BLOOMINGTON, INDIANA

Graduate Studies – Curriculum and Instruction in Art Education, Department of Education-
 Curriculum and Instruction

Art Ed. Certification – Initial Practitioner in Visual Arts

COLUMBIA COLLEGE CHICAGO, CHICAGO, ILLINOIS

BACHELOR OF ARTS,

B.A. Interdisciplinary Fine Art – Music