

Gabriela Portillo

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EXPERIENCE

Associate Creative Producer - Creative Studio, Lucchese Bootmaker

October 2024 – Present

- Lead end-to-end production of lifestyle, studio, and campaign photoshoots, overseeing logistics, timelines, and execution across all phases.
- Partner with Creative Studio leadership to develop and execute seasonal and annual brand concepts, ensuring alignment with overall art direction and brand strategy.
- Serve as primary liaison between cross-functional teams (digital, e-commerce, product, retail) and external partners, driving alignment on deliverables, timelines, and creative output.
- Oversee product and asset management, including on-white and lifestyle production, digital asset systems, and distribution of final imagery.
- Support senior leadership in production planning, vendor and talent management, and budget oversight while maintaining strong external partnerships.
- Lead on-set execution to ensure creative vision is translated with precision and upheld to brand standards.

Marketing Coordinator, Lucchese Bootmaker

November 2021 – October 2024

- Managed on-white footwear photography asset production, including scheduling, product ordering, styling prep, and asset organization.
- Coordinated photoshoots and creative deliverables across internal teams and external partners.
- Led select photo and video productions, including the brand's first TV commercial and recruitment video from concept through post-production.
- Maintained relationships with creative vendors and production partners.
- Supported creative team with design projects, print production, and special initiatives.
- Contributed to factory projects, brand events, and cross-functional initiatives.

Member Services Concierge, Downtown Spaces

June 2020 – November 2021

- Coordinated monthly events in collaboration with management and operations teams.
- Supported sales efforts through creative marketing initiatives to meet monthly targets.
- Drafted and managed office leasing contracts.
- Oversaw inventory, purchase orders, and utility billing processes.

EDUCATION

The University of Texas at El Paso, Class of 2020

Bachelor of Business Administration in Marketing, Minor in Business Management

- Member, National Society of Leadership and Success
- Hazte Contar 2020 Campaign: Contributed to a multi-platform marketing campaign aimed at increasing voter registration across the El Paso border region

SKILLS

- Project & Production Management
- Creative Direction Support
- Event Coordination
- Bilingual: English / Spanish
- Strong Organizational & Multitasking Skills
- Microsoft Office Suite
- Adobe Creative Suite
- NetSuite (Oracle), Dropbox, Office RND, Constant Contact, Asana, Airtable, Acquia