

YUPANKI JOSÉ SOLANO URBANO

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PROFESSIONAL SUMMARY

Graphic design student and marketing professional with experience in music-focused digital campaigns, artist promotion, social media strategy, campaign coordination, and creative content. Currently pursuing studies in Graphic Design and Artificial Intelligence Engineering, complemented by coursework in marketing, prompting, professional video editing, programming, and economics. Seeking new opportunities within record labels and music companies where creative, marketing, and campaign-management experience can contribute to artist and business growth.

PROFESSIONAL EXPERIENCE

REBELLION RECORDS (PLVTINUM LLC) — New York

APR 2024 – 2026

Marketing & Campaign Management | Assistant to the Head of Marketing

- Supported the Head of Marketing with campaign coordination, planning, and day-to-day marketing activities.
- Contributed to digital strategies designed to increase artist visibility and audience engagement across TikTok, YouTube, X, and Meta platforms.
- Supported promotional campaigns for music releases and pre-release content across social media channels.
- Coordinated creative and marketing resources while helping organize campaign priorities and execution.
- Applied graphic design and motion graphics skills to support visual content and digital marketing initiatives.

EDUCATION

Universidad José María Vargas (JMV), Venezuela

2026 – PRESENT

Graphic Design — Currently pursuing

Universidad Nacional de las Ciencias Dr. Humberto Fernández Morán

2026 – PRESENT

Artificial Intelligence Engineering — Currently pursuing

ADDITIONAL EDUCATION & COURSES

Universidad Central de Venezuela (UCV) — Marketing coursework (2023–2025) • Programming (2026) • Prompting (2026) • Economics (2025) • Professional Video Editing (2023)

CORE SKILLS

Graphic Design • Motion Graphics • Video Editing • Digital Marketing • Social Media Marketing • Campaign Management • Artist Promotion • Prompting • Programming • Creative Coding • Artificial Intelligence • Creative Strategy • Program Management • People Management

LANGUAGES

Spanish — Advanced • English — Advanced • German — Advanced • Italian — Advanced