

TATIANA Y. BOCCONE

316 E 49th Street, New York, NY 10017  
Email: [tyboccone@gmail.com](mailto:tyboccone@gmail.com) | Phone: [+1 646 667 7330](tel:+16466677330)  
[Portfolio](#) | [Instagram](#) | [TikTok](#)

EDUCATION

Parsons School of Design, The New School  
BFA in Communication Design, Minor in Fine Arts  
Class of 2024

SUMMARY

Creative professional with 7+ years of experience in video editing, campaign execution, and content design. Proficient in Adobe Creative Suite, Figma, and Final Cut Pro. Passionate about brand storytelling and digital media.

EXPERIENCE

Marketing Manager

TRESI, LLC - Online Retailer  
June 2023 - Present  
• Promoted from intern after one year.  
• Directed creative campaigns, from planning to post-production.  
• Produced video and digital content aligned with brand strategy.  
• Supported social and web content creation.  
• Assisted in campaign planning and brand consistency.

Creative Intern

Abroad, LLC  
Feb 2023 - June 2023  
• Updated website and Shopify design.  
• Retouched campaign imagery.

---

Children's Book  
Illustrator  
DERT Books

Aug 2022 - Dec 2022  
• Illustrated full-length children's book.  
• Reinterpreted folk tales visually.

EARLY CREATIVE ROLES:

Lasallian Youth Corps / Kids for Kids Foundation, Manila

2018 - 2020  
• Produced event media and documentation.  
• Painted commissioned murals on climate awareness.  
• Freelance Digital Book Designer

---

Digital Book Designer  
Carolina Sarria

April 2024  
• Designed interactive digital book for CFDA entry.

SKILLS

Adobe Creative Suite (Pr, Ps, Ae, Id) | Final Cut Pro | Figma | Keynote | Shopify

Creative Direction | Campaign Planning | Brand Storytelling

Languages: English, Filipino