

DIGITAL MARKETING

& GRAPHIC DESIGN

Are you interested in earning potential customers? Maybe one of your goals is to set on top of mind or maybe you are working on enhancing your customer's relationship and augmenting their fidelity and conversion rates. There's a wide range of creative solutions to step forward on every single goal and we are going to find the once that fit your business plan.

5 years of experience working as a **graphic designer** for **digital environments** have trained me to work for all processes involved in digital marketing strategies and developing my skills as a **community manager**.

SKILLS AND TOOLS

Adobe Suite CC:



Digital Marketing:

I have worked on tasks that involve **CRM, SEO, SEM, copywriting, contents marketing, metrics analysis**, PDCA of processes, graphic design for web, online payment systems on-site, online one to one customer service and community management on RRSS like Pinterest, Twitter, Facebook, Instagram, Linkedin, Youtube and with help of Hootsuite.

Tools used: Mailchimp, Activecampaign, Google Ads, **Google Analytics**, Facebook Ads, Wordpress, Wix, Godaddy, SendOwl, Woo Commerce, Microsoft Excel, Microsoft Word, Google Drive, Wunderlist, Trello.

EDUCATION

LCI Bogota / 2013 Technologist in Graphic Design, animation, multimedia, and web sites.

TOEFL 2012. Intermediate English B2.

ICONTEC / 2014 Certified internal auditor in quality management model ISO 9001 - 2008.

Google Garage Digital / 2017 Basic Concepts on Digital Marketing.



INFO

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Place and date of Birth:

April 6th 1993. Líbano, Tolima.

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REFERENCE

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RELEVANT EXPERIENCE FOR THE VACANCY

Textilero. From March to May 2019

Graphic Designer and digital marketing manager. www.textilero.co is a company dedicated to digital textile printing in Bogota. Based on the company objectives we created positioning strategies applied through social media, web design enhancements, making a digital downloadable catalog, flyers, stand design, murals and printed banners for CREATEX fair.

Ilustrando Dudas. From January 2017 to July 2019

Business Manager. www.ilustrandodudas.com is a website from Spain developed for education and coaching for Illustrators. Tasks I used to work on implied web site content social media management and metrics reports and analysis, creating and optimizing clients databases, participating on the annual planning of strategies for digital positioning, institutional documents design and downloadable free contents, newsletters campaigns for subscribers and clients support through email and social media.

INCAP Neiva From January 2014 to December 2015

Communications Coordinator. Digital Media strategy planning, content management for the website and social media, SEO, SEM, metrics analysis. Printed publicity pieces as institutional brochures, flyers, posters and reports in addition to promotional videos and tutorials. ([watch video](#))

Graphic designer and independent illustrator

I have developed designs and illustrations for a variety of clients created for printed or digital media.

1. Flyer design for Institute INCAP Neiva 2014.
2. Winner of the contest to create the Petrobras Calendar 2015.
3. Logo Design for Hotel Popayan Inn 2016.
4. Downloadable Interactive PDF "Complete bibliography for illustrators" created for Ilustrando Dudas 2017.
5. Illustrated Invitation Card for the event "Noche de sabores con la Chef Leo Espinoza" made by Fundación Monteclaro – Escuela de Hotelería y Artes Culinarias de Puerto Rico 2018.
6. Invitation Card to the commemorative acts of July 20th, and event carried out by the Colombian Embassy in Puerto Rico 2019.
7. Instagram post created to promote Textilero in Createx fair 2019.