

## About

A highly motivated and creative graphic designer with over 8 years of experience in Adobe Creative Suite and a solid background in marketing and sales.

I bring a unique blend of creative design, project management, and client-focused strategies, currently honing my design skills through Advertising and Graphic Design studies at Humber College. Proven ability to balance creative vision with business objectives, providing valuable solutions that drive results.

## Education

2024 - Expected Graduation: 2025

**Humber College, Toronto, ON.**

Advertising and Graphic Design Diploma

2010 - 2015

**Universidad Autonoma de Nuevo Leon, Mexico.**

Bachelor's Degree, Advertising and Media Communications

## Skills

- Adobe Creative Suite: Photoshop, Illustrator, Premiere Pro, InDesign.
- Figma: UI/UX design, app and website development.
- Sales & Marketing: Client-focused strategies, customer needs analysis, relationship building.
- Branding: Visual identity, digital/print campaigns, content creation.
- Project Management: Team leadership, client communication, campaign execution.
- Languages: English, Spanish.



## Professional Experience

### Marketing & Sales Manager.

Kia Motors Monterrey, MX | Jun. 2015 - Oct. 2018

- Managed 360° marketing campaigns following global Kia brand guidelines, enhancing brand awareness.
- Directed social media content creation, email marketing, and Google/Facebook Ads campaigns.
- Developed sales strategies and oversaw the sales team, achieving top national and regional rankings.
- Created copywriting for radio, TV spots, and press releases to boost sales and brand visibility.

### Founder

Taquito Tec, Monterrey, MX | Oct. 2020 - Sep. 2021

- Developed and executed the branding and marketing strategy for Mexican restaurant start-up.
- Managed social media campaigns, generating the majority of customer engagement through digital platforms.
- Coordinated operations, supplier relations, and client service, ensuring the restaurant's day-to-day efficiency.
- Focused on market research and customer satisfaction surveys to improve service and offerings.

### Brand Marketing Specialist

HSBC Mexico | Feb. 2020 - Oct. 2020

- Implementation of marketing campaigns for SME products aligned with the company's brand guidelines and identity manual.
- Led promotional efforts, driving business results across digital and in-branch channels.
- Collaborated on customer journey mapping to enhance brand experience within retail branches.
- Collected feedback from teams and clients to continually improve strategies and campaigns.

### Financial Specialist - Corporate Banking

HSBC México | Feb. 2019 - Feb. 2020

### Financial Specialist - Corporate Banking

Citi Bank Banamex Mexico | Oct. 2018 - Feb. 2019

### Digital Marketing Strategist

Sr. Smith Advertising Agency | Oct. 2014 - Jun. 2015

- Created digital content and copywriting for automotive clients (BMW, Mini Cooper and BMW Motorrad) campaigns across social media platforms.
- Managed online community engagement, enhancing brand presence for diverse clients.

## Achievements

- Adobe Creative Suite Certification
- Awarded "Top Sales Team Leader" at Kia Motors (2016)