

Gabriela González Ortiz

glz.gabriela1@gmail.com • 787-387-0721 • Puerto Rico

EDUCATION & CERTIFICATIONS

Master's in Digital Marketing

Universidad del Sagrado Corazón

Bachelor's in Animation, Interactive Technology, Video Graphics and Special Effects

Universidad del Sagrado Corazón

Certification in Graphic Design

Universidad del Sagrado Corazón

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign) – Advanced
- Microsoft Office Suite – Advanced
- Google Suite – Advanced
- Shopify – Intermediate
- Canva – Advanced
- Klaviyo – Intermediate
- Google Ads / Meta Ads Manager – Intermediate

PROFESSIONAL EXPERIENCE

Empresas Berríos, Inc.

August 2023 - Present

Digital Marketing Coordinator

- Review and optimize copy and graphics across social media platforms, providing actionable feedback to colleagues.
- Lead email marketing initiatives and campaigns.
- Capture and produce dynamic content during store visits, including reels, TikToks, and YouTube Shorts.
- Design logos, packaging, carousels, and other creative assets, demonstrating versatility in design.
- Train colleagues on digital platforms and programs to improve team efficiency.
- Collaborate on advertising campaigns, including Navidades en Septiembre's Parrandas 2025.
- Plan and co-lead in-company workshops to foster knowledge growth and professional development.
- Develop the company's digital crisis management plan in alignment with ownership decisions and HR policies.
- Contributed to the company website by structuring the main page and providing ongoing maintenance across pages.
- Coordinate and collaborate on influencer campaigns to enhance engagement and brand presence across the company's social media channels.
- Photograph and edit product images to support the purchasing department in developing inventory for both stores and the website.

Empresas Berríos, Inc.

April 2022 - August 2023

Digital Marketing Specialist

- Manage copywriting and proofreading across social media, email marketing, and advertising campaigns.
- Lead content creation for multiple brands, boosting engagement and brand visibility.
- Design and execute email marketing campaigns that drive results.
- Contribute to website development and ongoing maintenance, enhancing user experience and performance.
- Create compelling visuals for mobile apps, social media, and in-store content.
- Support seasonal campaigns and branding initiatives, ensuring consistent messaging.
- Develop animations and train colleagues to improve workflow efficiency.
- Design impactful visuals for Ads Manager and email marketing campaigns.
- Create tailored templates to streamline content creation and maintain brand consistency.

Paper Crafts

May 2021 - March 2022

Graphic Designer

- Design and produce a wide range of printed products, from wedding invitations to custom acrylic photo prints, ensuring high-quality results.
- Proficient in design software and production machinery, contributing to efficient workflow and consistent brand output.
- Create product visuals for catalogs, social media, and advertising while supporting business operations and customer service.