

GABRIELA GONZALEZ

Digital Marketing Coordinator and Graphic Designer

(787)-387-0721
glz.gabriela1@gmail.com
gabrielasartistry.com

SUMMARY:

Passionate and hardworking digital marketing coordinator and graphic designer with 6 years of experience, known for my innovative skills and problem-solving abilities. Demonstrated ability to contribute significantly to the success of organizations.

SKILLS:

Skilled in Adobe Creative Suite with a keen eye for creativity and a passion for learning, adeptly adapting to new tools and technologies. Proven ability in time management, efficiently balancing multiple projects to meet deadlines. Thrive in collaborative environments, fostering team building and demonstrating strong leadership qualities to drive collective success.

EDUCATION:

Google Professional Digital Marketing & E-commerce Certificate | 2023 - November 2024

Coursera

Master's in Digital Marketing | 2023 - November 2024

Universidad del Sagrado Corazón

Bachelor's Degree in Animation, Interactive Technology, Video Graphics and Special Effects | 2020

Universidad del Sagrado Corazón

Graphic Design Certificate | 2020

Universidad del Sagrado Corazón

WORK EXPERIENCE:

Empresas Berríos | 2023 - present

Digital Marketing Coordinator and Graphic Designer

Reviewed and optimized copies and graphics across diverse social media platforms, providing valuable feedback and suggestions to colleagues. Produced engaging creatives and copies for Google Ads Displays and Meta Ads, driving successful marketing campaigns. Spearheaded precise email marketing initiatives and captured dynamic content during store visits, enhancing social media feeds. Demonstrated versatility in design by creating logos, packaging, carousels, and others, while proactively training colleagues on platforms and programs for enhanced efficiency. Leveraged expertise to develop informative video tutorials for widespread knowledge dissemination within the organization.

Empresas Berríos | 2022 - 2023

Digital Marketing Specialist and Graphic Designer

Proficiently managed copywriting and proofreading duties across social media, email marketing, and advertising platforms, ensuring precision and effectiveness. Led content creation initiatives for multiple brands on various social media channels, driving engagement and brand visibility. Showcased expertise in designing and executing successful email marketing campaigns. Played a key role in website development and maintenance for prominent brands, while also crafting compelling visuals for mobile applications and store visits. Contributed significantly to seasonal campaigns and branding initiatives, providing valuable support to cross-functional teams. Utilized creative skills to develop animations and provided training to colleagues to enhance workflow efficiency. Designed impactful visuals for Ads Manager and Email Marketing Ads, while also creating tailored templates for specific content needs.

Paper Crafts | 2021- 2022

Graphic Designer

Design a diverse array of products, specializing in items from wedding invitations to custom acrylic photo prints. Proficiently utilize design software in conjunction with various production machinery. Actively participate in business rebranding efforts and packaging design, contributing to a cohesive brand image. Successfully design over 50 product designs for new catalogues, ensuring alignment with brand identity and customer preferences. Prepare product photoshoot areas for social media and advertising purposes. Additionally, utilize design skills to develop web pages. Provide exceptional customer service, manage order assembly, and undertake various tasks to support business operations.

Embodee | 2020

3D Artist Internship

Specialized in the creation of dynamic 3D sports clothing to enhance clients' businesses, utilizing a blend of Adobe Photoshop, Marvelous Designer, and Maya. Developed immersive visual experiences that allowed clients to showcase their products in real-time on their websites, maximizing engagement and customer satisfaction.