

Experience

Graphic Artist

CNN, Atlanta – GA May 2015 - Present

- Create diverse types of graphics for CNN shows
- Edit and format images for screen use
- Develop creative graphic content for editorial package

Graphic Designer

Freelancer - 2006 - present

- Establish relationship with client
- Explore, analyze and develop strategies
- Design and present creative material
- Website consultation

Graphic Designer

Acuity Brands / Lithonia Lighting, Conyers – GA Aug. – Nov. 2011

- Designed and produced microsites, marketing projects, brochures, print ads, online ads and collaterals

Assistant Manager

Sohsai, Inc. – GA 2010 - 2012

- Led customer service team
- Trained personnel
- Supervised staff, work place and daily activities
- Managed product inventory

Sales Representative Intern

AMP, Atlanta – GA Jul 2007

- Sold diverse merchandise at the point of purchase
- Trained sales associates
- Performed daily product inventory

Web Designer / Developer

Interzulia, Maracaibo – Venezuela 2001 – 2006

- Designed and produced websites and online ads for variety of business sectors including health, fashion, technology, lottery and education
- Conducted negotiations with clients
- Website consultation

Intern Marketing and Sales Department

Intercontinental Del Lago Hotel, Maracaibo – Venezuela Dec 2005 – Feb 2006

- Created one year marketing plan
- Established partnership relations with industrial clients (Coca-cola, Halliburton)
- Developed communication efforts between management departments
- Reviewed Hotel's advertising pieces for production
- Updated and organized database for national media

Advertising Campaign Thesis

Client: Frank Cachapas/ La Universidad del Zulia Oct 2005 - Feb 2006

- Developed marketing research for advertising campaign
- Directed production of advertising campaign
- Campaign concept was used by the client for their ads

Education

M.A in Advertising Design (2010)

Savannah College of Art and Design, Atlanta – GA

B.S in Advertising and Public Relations (2006)

La Universidad Del Zulia, Maracaibo – Venezuela
Graduated with Honors, GPA 3.97, class rank: 2nd

Market Leader – Business Courses (2014)

Georgia Christian University, Atlanta – GA

Design Skills

Web design / Ad design / Corporate identity design /

Computer Skills

MS Office / Adobe CS5 / HTML, PHP, MySQL, CSS, WordPress and Web 2.0 /

Language Skills

Spanish – Native / English – Fluent / Portuguese - Fluent

Awards

Academic scholarship - **SCAD (2009)**

Maximum Qualification - **LUZ (2006)**

Honor Student - **LUZ (2003/2005/2006)**

Organization / Activities

North Point Community Church (2011 - Present)

Video Production Team

Christian Community Genesaret (2003-2006)

Leadership programs for the youth
Seminar Facilitator

LEO Club (2003)

Environmental and Health Campaigns for the community