



# HOLA!

hello! | salut! | 안녕하세요

## ANDIE | CREATIVE STRATEGIST AND MULTIMEDIA SPECIALIST

### ABOUT ME

Hey there, I'm Andrea, but you can call me Andie. I'm a 27-year-old creative from Mexico, with over a decade of experience with the Adobe Creative Suite. I have 8 years of experience in marketing and communication. I'm a resourceful and creative soul who thrives on challenges. I'm fluent in English, Spanish, French, and even dabble in Korean.

### SKILLS

- WEB DESIGN
- GRAPHIC DESIGN
- VIDEO EDITING
- COPYWRITING
- ANALYSIS
- RESEARCH
- MOTION GRAPHICS
- CONTENT PRODUCTION
- Ps
- Ae
- Pr
- Lr
- Ai
- Id

### EDUCATION

**Bachelor's Degree**  
**Ciencias de la Comunicación**  
*Universidad del Valle de México*

**Brand Design with Grids**  
*Christian Quijano*

**Advanced Branding Course**  
*Oscar Bastidas*

**UX Design**  
*Google Certificates*  
Ongoing

### CONTACT INFO

**Location: Mexico**

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**(+52) 55.87.60.85.22**

*web portfolio: [www.andie.rocks](http://www.andie.rocks)*

# EXPERIENCE

## **Diseñadora Gráfica @ CreativaPost** *(Freelance) | March 2024 - Present*

Creating graphic design for various clients, encompassing printed and digital materials such as sports uniforms, brochures, social media graphics, and power point presentations. Meticulously adhering to deadlines and brand guidelines.

## **Graphic Designer @ Mercadology** *(Freelance) | April 2023 - Present*

Creating graphic design for various clients, encompassing printed and digital materials such as billboards, brochures, social media graphics, and web design. Proficient in video editing. Meticulously adhering to social media calendars and consistently meeting deadlines.

## **Multimedia Designer & Content Producer @ Big Bola Online** *2021 – Present*

Driving the graphic design division for the online gaming platform, Big Bola Online. Orchestrating email marketing campaigns, encompassing copywriting, graphic design, and scheduling. Pioneering the creation of a brand-specific copywriting guide. Managing the brand's blog and employing AI software for content curation. Contributing significantly to marketing strategies and campaigns. Ensuring timely delivery of materials. Crafting captivating designs for social media, web, and printed materials, with a knack for video production, editing, and motion graphics.

## **Graphic Designer & Social Media Manager @ Muesart** *(Freelance) | 2018 – Present*

Crafting diverse materials spanning the digital and print spectrum for Muesart Art Cowork. Driving social media content creation, meticulously planning, scheduling, and analyzing campaign effectiveness. Proficient in video and audio production and editing, even contributing to podcast creation. Notably, designed the official poster for the film "El Reencuentro: 500 Años."

## **Graphic Designer @ Condor Group** *(Freelance) | 2017 – Present*

Serving as the go-to graphic designer for various companies within the Condor Group. Proficiently handling web and social media design, as well as producing compelling business presentations.

## **Marketing Assistant @ Nana Patria** *2020 – 2021*

Played a pivotal role in shaping marketing and communications strategies for Nana Patria. Skillfully executed graphic design for social media and print materials, elevating the brand's visual presence.

## **Marketing Assistant @ Industrias KMKZ** *2016 – 2017*

Provided invaluable support to the commercial director, handling performance reporting, agenda management, and direct communication with account executives and clients. Responsible for crafting presentations, briefing graphic designers, and orchestrating effective communication via email and phone