

# Virginia RAMIREZ

Creative and strategic graphic designer with experience in digital marketing, social media management, multimedia content production, and print media. Expert in creating brand identities, developing engaging digital campaigns, and producing podcasts and audiovisual content that drives interaction and business growth. An organized and results-oriented professional with the ability to develop projects from conception to completion.

## CONTACT

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📍 1155 E 1080 S, Provo, Utah, 84606

## TECHNICAL SKILLS

● Design & Multimedia:

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva

Content & Video:

● Video editing (CapCut, Premier or similar tools), audio editing for podcasts

● Digital Marketing Tools:

Meta Business Suite, Google Ads, Mailchimp, basic SEO principles, social media analytics

● Other Tools:

Microsoft Office, Google Workspace

## LANGUAGES

- Spanish
- English

## EDUCATION

**MASTER COMMUNITY EDUCATION WITH INSTRUCTIONAL DESIGN 2010 - 2013. UPEL, MERIDA, VZLA.**

**DEGREE IN GRAPHIC DESIGN 2003 - 2008 ULA UNIVERSITY. MERIDA, VZLA.**

## PROFESSIONAL EXPERIENCE

### GRAPHIC DESIGNER & DIGITAL MARKETING SPECIALIST

**Designs&PhotoUtah, Orem, Utah**

2023 - Present

- Developed and implemented content strategies for social media platforms (Instagram, Facebook, TikTok).
- Planned and managed monthly content calendars.
- Monitored engagement metrics and optimized content based on performance data.
- Creation, animation, production and editing of podcasts.

### GRAPHIC DESIGNER & DIGITAL MARKETING SPECIALIST

**Aromavida, Guayabamba, Ecuador**

2021 - 2022

- Developed and implemented content strategies for social media platforms (Instagram, Facebook, TikTok).
- Designed visually compelling content aligned with branding objectives.
- Created digital campaigns focused on brand awareness and conversions.
- Planned and managed monthly content calendars.
- Designed both digital and print materials ensuring brand consistency across platforms.
- Photo sessions and photo retouching

### GRAPHIC DESIGNER (PRINT & MARKETING)

**Imprimax, Quito, Ecuador**

2018 - 2021

- Designed and prepared print-ready files for production.
- Developed promotional materials for campaigns and events.
- Coordinated with print vendors to ensure high-quality production results.
- Maintained visual consistency across all brand touchpoints.

## CORE COMPETENCIES

- DIGITAL CONTENT STRATEGY
- SOCIAL MEDIA MANAGEMENT & GROWTH
- DIGITAL MARKETING DESIGN
- REELS & SHORT-FORM VIDEO CREATION
- PODCAST PRODUCTION & BRANDING
- BRAND IDENTITY DEVELOPMENT
- EDITORIAL & PRINT DESIGN
- VISUAL STORYTELLING
- CONTENT CALENDAR PLANNING

ABOUT ME: HONEST, HARDWORKING, ORGANIZED, AND CREATIVE.

*Thank you for choosing me*