

VALERIA DIAZ GARCIA



GRAPHIC DESIGNER & DIGITAL MARKETER

EXPERIENCE

SEPT 2022-
PRESENT

GABRIEL & CO. - NEW YORK

DESIGN SPECIALIST

- Partner with marketing and creative services team to create compelling collateral for print and digital campaigns. This includes catalogs, social media assets, web banners, videos, and other sales print and digital collateral.
- Assist business development team with graphics for trade-shows, and retailer events.

MARCH 2020-
SEPT 2022

FREELANCE GRAPHIC DESIGNER & EMAIL MARKETER- NEW YORK

CLIENTS: SUXESS, SONFLOWER, VADIGART, TÉRMINO MEDIO CAFÉ, EVEREST PLACE

- Create print and digital ads, social media assets, eCommerce banners, retail signage, packaging mockups/print-ready artwork, look books, brand books, and identity design.
- Plan, design and execute customer lifecycle email campaigns. Design, optimize and test email marketing templates.

SEPT 2019 -
MARCH 2020

LEE & ASSOCIATES - NEW YORK

GRAPHIC DESIGNER

- Create collateral materials, presentations and proposals needed for the business unit, including marketing materials, and tenant and leasing materials
- Create renderings of New York real estate properties for marketing purposes

FEB 2019-
AUG 2019

FREELANCE GRAPHIC DESIGNER - NEW YORK

CLIENTS: SUXESS, FLOR DE HARINA

- Develop offline advertising layouts, flyers and marketing promotional communications
- Create eye-catching graphics and engaging designs for print and digital ads
- Design and implement social media posts

NOV 2017 -
NOV 2018

WOOW- UP CRM PLATFORM - ARGENTINA

EMAIL MARKETING DESIGNER

- Design email marketing templates to drive meaningful value for clients and help achieve business goals. Analyze data to determine ways to optimize performance to improve conversion and retention
- Use a data-driven approach to optimize the customer journey from acquisition and segmentation, to post-purchase and re-engagement

AUG 2015 -
FEB 2017

MINDS ADVERTISING GROUP - PUERTO RICO

SOCIAL MEDIA DESIGNER

- Produce and maintain a social content calendar to ensure brands have a strong content pipeline
- Collaborate with design team to produce growth-oriented content for brands

JULY 2014 -
AUG 2015

INTACTO - PUERTO RICO

SOCIAL MEDIA DESIGNER

- Design compelling and original social-first content in English and Spanish for Facebook, Instagram, and Twitter, including GIFs and illustrations for brands like Air Wick and Lysol
- Monitor effective benchmarks for measuring the impact of social media programs and draft mockups of website designs

VALERIA DIAZ GARCIA



GRAPHIC DESIGNER & DIGITAL MARKETER

EDUCATION

2009-2014

UNIVERSITY OF SACRED HEART, PUERTO RICO

Bachelor's degree in Advertising focused on Creative and Interactive Communications with two minors in Graphic Design and Photography

2015-2016

CODETROTTERS | PROGRAMMING ACADEMY, PUERTO RICO

Certification of Introduction in HTML + CSS and JavaScript

2017-2018

UNIVERSITY OF PALERMO, BUENOS AIRES ARGENTINA

Master Degree - Information Technology

LANGUAGES

ENGLISH SPANISH

CERTIFICATIONS

- **GOOGLE IT SUPPORT SPECIALIZATION** - COURSERA (JUL 2020)
- **EMAIL MARKETING CERTIFICATION**- HUBSPOT ACADEMY (APR 2021)
- **CLOUD COMPUTING**- ESCUELA DE ORGANIZACIÓN INDUSTRIAL (APR 2017)

TOOL KIT



IN-DESIGN



ILLUSTRATOR



PHOTOSHOP



MAILCHIMP



SNAZZY MAPS



SENDGRID



WIX WEBSITE



ZAPIER