

María Clara Ramírez

Creative Lead

re·sume

www.mcramirez.com



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Bogota, Colombia

hello!

My name is Maria, I am a marketing expert and graphic designer with experience in U.S. and Latin American, B2C & B2B markets, I'm best known for developing projects related with corporate identity, creative direction, project management, events graphics design, with over twelve years of experience for some of the best ranked companies in South Florida.

Currently, I'm seeking for new opportunities where I can contribute my ideas to stay ahead of the trends and provide solutions to your company creativity needs.

As a professional in graphic design and marketing & communications, I am aware that we live in a world where styles change constantly and fresh images are always in demand, I am always enthusiastic to meet new challenges, proven myself in my previous roles and would like to become a valued member of your team.

Thank you in advance for your consideration and assistance.

Sincerely,

María

www.mcramirez.com

María Clara Ramírez

experience

2017 - Present

Septem Design Studio, Miami, Bogota

- Founder, Creative director.

2013 - 2016

Brightstar Corp.

Creative Services Manager

- Coordinate the workload of the creative team and traffic of projects until final deadlines.
- Event graphics coordination for telecom events like: CES Vegas, MWC Barcelona, CTIA Vegas, SoftBank World
- Design of Internal Communications
- Presentations and RFP graphic materials.
- Creative product development for internal internal brands.
- Vendor management.

2010 - 2012

World Fuel Services Miami, FL

Corporate Graphic Designer

- Development and implementation of the Corporate Identity guidelines & branding systems.
- Creation and development of marketing materials including: corporate presentations, segment brochures, annual reports (10K & editorial), tradeshow graphics.
- Support internal customers in the development of marketing pieces for sales customer appreciation events.
- Vendor management.

2007 - 2010

Brightstar Corp.

Corporate Graphic Designer

- Design of corporate communications and marketing materials like corporate presentations, brochures, global announcements and internal campaigns.
- Proposal presentation design for manufacturers like: Apple, Samsung, Nokia, RIM (Blackberry), etc.
- Photography art direction & packaging design.

2006 - 2007

TressAllure General Wig, Miami, FL

Graphic Designer

- Conceptualization and design for the Revlon hair division.
- Packaging design for Rate-Aid & Sally's Beauty Supply.
- Layout design of brochures, magazine ads, posters, postcards, planograms, counter tops, product displays, training manuals, etc.

2002 - 2004

Americanet, HP Platinum Distributor, Bogotá, Colombia

Graphic Designer

- Development of corporate identity, stationery.
- Design of internal communications.

education

Project Management Certificate

Bogota Chamber of Commerce - May 2018 - Present

Web Designer Certificate

University of Miami | June 2010

B.A in Graphic Design

University Jorge Tadeo Lozano, Bogotá, Colombia
1999 - 2004

software

Illustrator	●	●	●	●	●
Photoshop	●	●	●	●	●
InDesign	●	●	●	●	○
Lightroom	●	●	●	○	○
Keynote	●	●	●	●	○
Powerpoint	●	●	●	●	●
MAC user	●	●	●	●	●

interests & languages

Painting
Music
Traveling
Movies
Photography

English
Spanish

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 Bogota

thank
you

