




Gabriela Anez

Marketing & Communications Manager

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CAREER OBJECTIVE

Hard-working professional with 10.5 years of experience and a proven knowledge of Brand Management, Design, Art Direction, and Marketing. Aiming to leverage my skills to successfully fill the Branding role at your company.

EXPERIENCE

Marketing & Communications Manager

Future Energy Solutions, Fort Lauderdale Jun 2018 - Present

- Successfully Launched a paid media campaign resulting in over \$2M in revenue for 2021
- Collaborated with departmental leaders to establish organizational goals, strategic plans and objectives.
- Prepared reports of findings, illustrating data graphically and translating complex findings into written text.
- Measured effectiveness of marketing, advertising and communications programs and strategies.
- Reviewed all artwork designed by team, serving as Art Director for the company's collateral and Marketing materials.

Senior Graphic Designer

Future Energy Solutions, Fort Lauderdale May 2014 - Jun 2018

- Revamped over 75 creative branding assets including brochures, brand videos and presentation templates
- Supervised interns and junior designers and evaluated performance.
- Worked with marketing team to understand project goals, target audience and necessary deliverables.
- Coordinated department workflows and delegated tasks to optimize resources.
- Created designs, concepts and sample layouts, based on knowledge of layout principles and esthetic design concepts in alignment with brand vision and requirements.
- Used Adobe Creative Suite and Google Suite tools to synthesize, emphasize and clarify information for print and digital use.

Lead Graphic Designer

Southgate Design, Delray Beach, FL / Apr 2012 - May 2014

- Collaborated with clients and internal team to conceptualize creative solutions for use across various media platforms.
- Conceptualized visuals based on requirements.
- Mentored coworkers in creative process to facilitate collaboration and quality deliverables.
- Reviewed final layouts to suggest needed improvements.
- Maintained archive of images, photos and previous work products.
- Prepared notes and instructions for workers who assembled and prepared final layouts for printing.

EDUCATION

The Art Institute of Fort Lauderdale
Fort Lauderdale, FL

Bachelor of Arts (B.A.) Graphic Design (Apr 2014) 4.0
GPA

ADDITIONAL SKILLS

Social Media Digital Marketing	Critical Thinking	Marketing Strategy Development	Brand Awareness and Identity
Internal and External Communications	Art Direction	Visual Communication Expertise	Photographic Editing
Graphic Arts Design	Originality and Creativity	Concept Development	Microsoft Office Expertise
Adobe Creative Suite Expertise	HubSpot CRM Management		

CERTIFICATIONS

HubSpot – Social Media Marketing Certification

Google – Digital Marketing Certification

REFERENCES

References available upon request