



Estancias de San Fernando, C-8, F-13, Carolina, P.R., 00985

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Profile

I'm an experienced professional in creative arts, visual design and marketing.

- Skilled and proficient graphic designer for digital and print media
- Print media design: newspaper and magazine ads, flyers, brochures, billboards, invites, business cards, displays, signs, banners and restaurant menus
- Corporate branding and concept creation
- Website design and online shop administration
- Digital marketing
- Photography and video editing
- Social media strategies and content creation
- Email marketing

Education

Universidad Ana G. Méndez (UAGM)

Bachelor in Business Administration with a major in Information Technology

Magna Cum Laude

Skills and Knowledge

Highly creative, drawing and illustration, user oriented, team work, web design, capacity for business analysis, digital insights and metrics, social media strategies and content.

Adobe Creative Cloud - Photoshop, Illustrator, Dreamweaver, InDesign, Fireworks, Acrobat Pro

Office 365 - Word , Excel and Power Point

My Portfolio

<https://jorgeolmedadigital.wixsite.com/portafolio>

Work Experience

2020 - Present

McQueeny Group LLC

Position: Graphic Designer & Social Media Manager

See /hornofino on Facebook and Instagram

- Graphic design for all digital and print media
- Plan and execute social media strategies, content creation and management for Facebook, Instagram, Twitter and Tik Tok
- Metrics and performance reports for all social media and digital marketing campaigns
- Sponsored ads on Google, Facebook and Instagram
- Photography
- Video filming and editing for social media
- Website design and maintenance
- E-commerce management on WIX platform
- Landing pages and mini-sites
- Email marketing campaigns
- Main hub with ad agencies, print shops and other suppliers

2018 - 2020

Freelance for different agencies

Position: Graphic and Web Designer • Social Media Manager • UI/UX Designer

- Graphic design for all digital and print media
- Plan and execute social media strategies, content creation and management for Facebook, Instagram, Twitter and Tik Tok
- Metrics and performance reports for all social media and digital marketing campaigns
- Sponsored ads on Google, Facebook and Instagram
- Photography
- Video filming and editing for social media
- Website design and maintenance
- E-commerce management on WIX platform
- Landing pages and mini-sites
- Email marketing campaigns
- UI/UX designer for web and apps
- Landing pages and mini-sites
- Wireframes and web prototypes
- Email marketing campaigns
- Main hub with ad agencies, print shops and other suppliers

2017 - 2017

El San Juan Hotel

Position: Graphic/Web Designer (Got laid off due to Maria hurricane)

- Art direction and graphic design for digital and print media
- Corporate identity for the hotel's food & beverage, pool and lobby outlets
- Art direction for photo shoot sessions
- Social media design and content creation
- Email marketing campaigns
- Landing pages and mini-sites
- Creation of mock-ups, wireframes and app's prototypes
- UI/UX designer for web and apps
- Collaborate with ad agencies, print shops and other suppliers

2011 - 2017

Evertec Inc., San Juan

Position: Senior Web Designer

- Graphic design for digital and web platforms
- UI/UX designer for web and apps
- Corporate identity and branding
- Social media design and content creation
- Website design and maintenance
- Landing pages and mini-sites
- Creation of mock-ups, wireframes and app's prototypes
- Email marketing campaigns

2009 - 2011

Discover Puerto Rico, San Juan

Position: eMarketing Manager

- Graphic design for all digital and print media
- Corporate identity for the PR Convention Center and Discover Puerto Rico
- Art direction for photo and video sessions
- Metrics and performance reports for all digital marketing campaigns
- Website design and maintenance
- Landing pages and mini-sites
- Email marketing campaigns
- UI/UX designer for web
- Landing pages and mini-sites
- Creation of mock-ups, wireframes and prototypes
- Main hub with ad agencies, print shops and other suppliers

Professional and Personal References

Available upon request.

My Portfolio

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