

MARÍA PAULA BRANDO JATER

+34 653564567

mariapaulabrando@outlook.com

DESIGNER

EDUCATION

Bogotá, 2020

- **UNIVERSIDAD DE LOS ANDES**

Graphic and Product Designer

Bogotá, 2015

- **COLEGIO BILINGÜE BUCKINGHAM**

Academic Bachelor

COURSES

Italian Language and Culture Course.
Centro Machiavelli.
Florence, Italy, 2022.

Virtual course of Digital Marketing
for business.
2021.

Jewelry Course.
El Taller Escuela de Joyería.
Barcelona, Spain, 2021.

Potter's Wheel Course.
Escuela de Cerámica Forma.
Barcelona, Spain, 2021.

Module "Porcelain for Jewelry".
Materia Prima Escuela Taller.
Bogotá, Colombia, 2019.

ABOUT

Bilingual designer from the University of the Andes with a focus on Communication and Product. Proficient in coordinating and overseeing projects from conception to delivery. Strong communication, budget management, and leadership skills. Knowledgeable in relevant platforms such as **Shopify, WordPress, and Adobe Suite**. Passionate about finding creative solutions to meet client needs and expectations, collaborating with creative teams.

WORK EXPERIENCE

RAMAC AGENCY

January 2023 - Dec 2023

ACCOUNT EXECUTIVE | GRAPHIC DESIGNER

Executing projects from conception to delivery while maintaining schedules and deadlines.

Establishing and managing **budgets** for projects, ensuring they are executed within the set budget.

Developing and presenting **proposals and creative solutions** to clients.

Conducting performance analysis and providing regular reports to clients.

Serving as the point of contact between the agency and the client, understanding their needs and objectives.

Achievements:

Actively participated in the management and development of events for **prominent brands within the LVMH group**, including **Möet & Chandon, Dom Pérignon, and Krug.**

SOFTWARE

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premiere Pro

Rhinoceros 3D

Capture One

Microsoft Office

Wordpress

SKILLS

- Creativity
- Leadership
- Team work
- Languages
- Time management
- Work under pressure

LANGUAGES

SPANISH

Native

ENGLISH

C1

ITALIAN

B1

INTERESTS

- Jewelry
- Ceramics
- Fashion
- Photography
- Architecture

WORK EXPERIENCE (Continued)

MG ATELIER

Sept 2021 - January 2023

GRAPHIC DESIGNER | COMMUNITY MANAGER

Designing material for internal and external brand communication: newsletters, banners, and online and offline advertising.

Creating image and video content for the company's website and social media.

Photography and photo retouching.

Video editing.

Researching design trends.

Designing, managing, and monitoring the social media content calendar.

Achievements:

Development of advertising campaigns for Mother's Day, Black Friday, and Christmas, resulting in a noticeable increase in sales.

MARATEA JEWELRY

June 2021 - January 2023

CEO | DESIGNER | COMMUNITY MANAGER

Designing and updating graphic content on the company's website and social media.

Creating image and video content for social media.

Designing, managing, and monitoring the social media content calendar.

Designing jewelry from concept to final production. Managing comments, private messages, and social listening.

Achievements:

Effective development of the company's brand image and positioning on social media.

SEÑOR LÓPEZ

January 2020 - Aug 2020

GRAPHIC DESIGNER

Designing material for internal and external brand communication: brand books, catalogs, manuals, invitations, newsletters, banners, and online and offline advertising.

Brand identity creation.

Photo retouching.

Preparing final artwork for printing.

Researching design trends.

Achievements:

Rebranding for the leading legal services firm, Godoy Hoyos.

Design of labels for Tutti Frutti beverages.