Stacy Céspedes Coto

Digital Marketing Developer | Graphic Designer | UI/UX Designer | Brand & Communications

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Work Experience

3M   **Heredia, CR**
Senior Email Developer   May 2021 – present
- Develop and executing campaigns, emails, forms, landing pages, managing contact list uploads and segments.
- Collaborate creating compelling designs to support events, marketing campaigns, presentations and global and internal branding communications.
- Development UI dashboards and assisting as reporting team member to control on all data inputs and communicate data with stakeholders.
- Building and reporting performance of email marketing best practices for campaigns.

Amazon   **Heredia, CR**
Advertising Operations Associate   Set 2020-May 2021
- Advertising campaign execution maintaining the highest standards and following the proper documentation, media plans and company policies.
- Communicating the process and status of campaigns in Salesforce platform for the key global partners.
- Optimization of the ads and ensuring functionality and accuracy.

Mundo Color   **Grecia, CR**
Graphic Designer   May 2017 - Oct 2017
- Create and execute design solutions used for marketing, sales, advertising and other communications for digital and print.
- Present concepts to the clients, incorporating their feedback into the final design and working with a deadline.
- Assist and coordinate the final arts in small and big format for production, including sublimation.

Education

Universidad Americana   San José, CR
Graphic Design Technician   Feb 2014

Certifications and Courses

Prototyping (Figma)   **Microsoft Power BI**
Apr 2023c Coderhouse   Feb 2022 | Udemy

UX Designer Full-Stack   **Digital Marketing on social media**
Aug 2021 | SDI INSTITUTE | San José, CR   Mar 2018 | TEC | San José, CR

Community Manager
May 2017 | UCR | San José, CR

Additional Information

Skills: Photoshop, Illustrator, InDesign, Figma, UX, UI, Design Thinking, HTML, CSS, Miro, Workfront, JIRA, Eloqua, Power BI, Salesforce, Microsoft Office, Agile Methodologies.

Volunteers: "El Hogarcito", TECHO, 3M Breastfeeding Campaign.

Languages: Spanish, English, French.