Danny GEBRAN

dannygebran@gmail.com
+353 83 199 98 41
LinkedIn: https://www.linkedin.com/in/danny-gebran/
Portfolio: https://dannygebran.github.io/myportfolio/
Freelance Portfolio: https://digitalchief.ie/ourwork

Education

2017 | National College of Ireland, Dublin, IE | **Master of Science in Marketing**
- Digital marketing | Integrated Marketing Communications | Consumer Behaviour
- Strategic Marketing Management | International Marketing | Brand Management
- Services Marketing

2004 | "Instituto Universitario de Tecnología Rodolfo Loero Arismendi", Venezuela | **Graphic Design BA (Hons)**
- Web Design | Editorial Design | Visual Communication | Corporate Brand Image
- Commercial Brand Identity | Online Publishing | Advertising

Work Experience

01.16-02.18 | Digitalchief.ie, Dublin 2, Ireland | Web Designer
- Planning, design and development of new and existing websites.
- Implementation of responsive design across desktops and mobile devices.
- Applied UX principles for sketching, wireframing, prototyping and testing.
- Followed SEO basics monitoring loading speeds and landing page functionality.
- Promoted and established design guidelines, best practices and standards.
- Recommended and executed improvements to clients' brand design assets.

01.14-08.15 | National College of Ireland, Dublin | Pre-Master & Academic Studies

01.06-12.13 | Previa Cita Magazine, Venezuela | Graphic Designer & Marketing Planning
"Previa Cita" was an innovative marketing solution in Venezuela for medical and health industry.

- **Design responsibilities:**
- Produced design concepts and artworks according to industry specifications.
- Directed creatively the magazine production following strategic brand guidelines.
- Implemented a systematic design process to improve team performance.
- Designed, updated and maintained a website magazine featuring periodical new editions.
- Supervised and adapted content following marketing and design briefings.
- Ensured final pieces were proofread with extreme attention to detail.
- Coordinated production teams and managed timelines to meet printer deadlines.

- **Marketing responsibilities:**
- Developed and managed specific regional marketing objectives.
- Implemented and measured KPI's quarterly on tactics and teams.
- Designed company's policies to ensure customer satisfaction.
- Optimised campaigns to maintain consistency on brand communications.
- Supervised monthly production of Social Media content to support campaigns.
- Created annual ad concepts on billboards, brochures, insights and articles.
- Monitored effects of brand visual communications by tracking the impact on sales.

Design Skills

- Creativity, Creative Direction, Brand Building and Identity Development, Identity Design, Graphic Design and Desktop publishing, Innovation, Product Development,
- UX Design, Web/UI/Responsive Design, E-Commerce, User Analytics, Persona, Usability Tests, Insights.
- Conversion Rate Optimization (CRO), Digital Strategy, Online Marketing, Social Media Engagement, Search Engine Optimization (SEO).

Software skills

- Adobe CC (XD, InDesign, Photoshop, Illustrator, AE). Balsamiq, Sketch, InVision, WordPress.
- Google Analytics, AdSense, Mail Chimp, Microsoft Suite.
- Front-End / Back-end Development (HTML5, CSS3, Sass, JavaScript). Libs: Bootstrap, JQuery, ES6, React.
- Atom, Sublime, Visual Studio Code, Terminal, Mac and Windows.

Professional Skills

- High Quality Design Standards, Strong Attention to Detail, Efficient Time Management
- Self-driven and results oriented, Interpersonal Skills, Self-Motivated Organisation, Curios and Persistent Self-Learner. Bilingual: English and Spanish.

Professional Objectives

- "The implement of UX research to generate useful insights, prototyping, testing, learn and implementation for delivering genuine business value aligned to corporate objectives in order to serve creatively Clients and Customers"

Certifications and Achievements

- 2018 | Front-End Developer Certificate (Currently registered online)
- 2017 | Master Dissertation "APP USAGE AMONGST MILLENNIALS IN IRELAND"
- 2016 | Hub Spot Academy | Inbound Certification (Self-Learned Online)
- 2016 | Activate Academy | Digital Marketing Certification in the Spanish Market (Self-Learned Online)
- 2015 | National University of Ireland | Cambridge Certification Academic English C1
- 2014 | National Employee Development Centre, Dublin | English for Business Level C2
- 2005 | CDD, Caracas, Venezuela | Adobe Flash Design Animation

2015 | Latinamerica.ie, Ireland | **Marketing Volunteer & Design Collaborator**

- Led the initiative to create a visual corporate identity for the brand's website.
- Promoted the brand as a non-profit organisation.
- Designed the logo of the association and material for its presentations.

References available on request.