



FABIANA GAUTIER CUENCA

GRAPHIC / WEB DESIGN / MARKETING

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EDUCATION

NEW YORK UNIVERISTY

M.S. Integrated Marketing
Concentration: Digital Marketing
Jan 2020 - May 2021

MIAMI INTL' UNIVERSITY OF ART AND DESIGN

BFA - Graphic and Web Design
Concentration: Graphic Design
Miami, FL
December 2018

ACCORD ÉCOLE DE LANGUES

Intensive French Course
DALF C1
Paris, France
February - December 2014

VOLUNTEER WORK

GRAPHIC DESIGNER (2019 - 2020)

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- Developed artwork and layout for all publications.
- Digital Marketing and Social media strategy.
- Photography.
- Web Design.

SKILLS

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Adobe XD
- Content creation
- HTML5 | CSS
- User interface design
- Sales pitch
- Organic/Paid search
- Digital marketing
- Google Ads/Analytics/Data Studios
- Social media management
- Photography
- PowerPoint

LANGUAGES

- Spanish (native)
- English (fluent)
- French (fluent)

OBJECTIVE

To obtain a demanding position in a distinguished organization, which will offer me the opportunity of professional growth as a graphic and web designer and to cooperate in their mission.

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER & MARKETER (April 2019 - Present)

Invermedia (contract) - Caracas, Venezuela

- Worked directly with the CEO in the creation of new brands and their branding, social media management strategies and digital marketing contents and strategies.
- Collaborated in strategic planning for a broad variety of campaigns.
- Developed digital and traditional marketing campaigns for different types of companies.

FREELANCER (2016 - present)

FGC Designs - Miami, FL

- Designed the branding for different customers such as VIPig, Poke 305, Deco Models, etc .
- Digital Marketing.
- Social media strategy and management.
- Web Design.
- Organic and Paid Search.

INTERN (Oct. 2018 - Dec. 2018)

Graphic World 4 U - Miami, FL

- Collaborated on the web design for their customers.
- Assisted with large-scale printing such as wrapper and banners.
- Developed artwork and layout for print and digital signage, banners, posters, publications and flyers.

CREATIVE PRINT SPECIALIST (Apr.2017 - Jan.2018)

One Level Studios - Miami, FL

- Worked directly with the CEO to develop the strategy to expand their target market.
- Introduced customers to new printing finishes and paper options available.

INTERN (Summer 2017 - Summer 2018)

Invermedia - Caracas, Venezuela

- Worked directly with the CEO in new brandings, social media management strategies and digital marketing contents.
- Collaborated in the printing and digital artwork for advertising of new clients.
- Assisted in the social media strategy and management of valuable clients

LICENSES & CERTIFICATIONS

GOOGLE ADS SEARCH CERTIFICATION

Google Ads | November 2020 - November 2021
Credential ID: 58014410