

# Maria Florencia Maidana

SENIOR  
GRAPHIC  
DESIGNER

DIGITAL  
MARKETING &  
COMMUNICATION

PORTFOLIO  
[Notion](#)

LINKED IN  
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## SUMMARY

I am a Graphic Designer and Digital Marketing professional with over 7 years of experience developing visual and communication strategies across social media, newsletters, press, and advertising. Skilled in Adobe Creative Suite and Figma, I specialize in content creation, copywriting, and digital campaign management (Meta Ads & Google Ads). My background combines creative design with marketing strategy, SEO, and storytelling, allowing me to deliver impactful and results-driven content.

## EXPERIENCE

### Estudio Cabeza

Feb 2024 -  
current

#### Senior Graphic Designer | Digital Marketing & Communication

- Monthly content planning and goal setting using Notion.
- Copywriting for newsletters, social media, press, and campaigns in Meta Ads and Google Ads.
- Redesign and restructuring of the company website, overseeing information architecture, content writing, and SEO, using Figma, Adobe Photoshop, and Adobe Illustrator.
- Relationship management with photographers, marketing agencies, and press.
- Development and design of layouts and visual content for social media and advertising campaigns in Google and Meta Ads, working with Adobe Photoshop, Adobe Illustrator, and Figma.
- Newsletter design and distribution using Adobe Illustrator and MailChimp.
- Production and post-production of photography and video, including editing, retouching, and animation with Adobe Photoshop and Adobe Premiere Pro.

Dec. 2021 -  
feb. 2024

#### Graphic Designer | Digital & Social Media

- Curated and managed content for press, newsletters, social media channels, and digital campaigns.
- Designed visual assets for social media, email marketing, and digital advertising for Meta Ads and Google Ads.
- Produced and edited video content, motion graphics, and animations using Adobe Premiere Pro.
- Coordinated with photographers, creative teams, and marketing agencies to ensure high-quality content delivery.
- Pre-edited book (Diana Cabeza): content curation and image selection.

Oct. 2018 -  
dec. 2021

#### Graphic Designer and Archival Assistant

- Managed and digitized the institutional archive.
- Scanned, retouched, and edited images using Adobe Photoshop.
- Selected, organized, and catalogued visual materials.



**Universidad  
de Buenos Aires**

Apr. 2018 -  
apr. 2019

**Graphic Designer Junior**

- Designed informational materials for various institutional communication channels, including website, social media, and on-site screens.
- Managed social media accounts.
- Created and edited images, graphics, and promotional materials for events.
- Incorporated dynamic visual elements and animations into multimedia content.
- Handled administrative tasks such as supplier search and contact, budget requests, and tracking.

Oct. 2018 -  
dec. 2021

**Intern**

- Managed and updated institutional communications on social media and website.
- Handled inquiries and requests from students and faculty.
- Coordinated directors' schedules.
- Supported the organization of the 3rd National Biennial of UBA Design.

**EDUCATION**

2016 -  
current

**Graphic Design**

Universidad de Buenos Aires

Jul. 2022 -  
sep. 2022

**UX-UI design**

Coderhouse

**SKILLS**

Adobe Illustrator · Adobe Photoshop · Adobe Premiere · Adobe InDesign · Figma ·  
Meta Business Suite · Google Ads · MailChimp

**LANGUAGES**

**English** | **First Certificate in english** | Cambridge English Level 1

Oral level: upper intermediate  
Written level: upper-intermediate

