

Sergio Molina

Journalist and graphic designer

Portfolio

2021

INTRO: ABOUT ME



Hi, nice to meet you

Sergio Molina

Journalist & graphic designer

Education:

Graduated in Journalism from the University of Pamplona and I have taken certifications and courses on design, editorial design, brand and social media.

Activity:

My interest is oriented to transmit ideas from the design and the creation of visual communication proposals. I have been involved in design, web design and branding projects.



#Branding #Design #Print #Editorial

- #01 : Enfocarte**
- #02 : Leggal-Centers**
- #03 : Canal TRO**
- #04 : Vibe**
- #05 : iNucleo**

These are some outstanding projects that I have been involved in over the years.

CASE: ENFOCARTE

Enfocarte

Case #1

Year: 2021

Type: Editorial, design,
branding.

www.enfocarte.co

Enfocarte Publicidad

In the Enfocarte project, post design for social media, web design, portfolio and an email marketing design were made for feedback with their clients.

I have been leading the process for the construction of your website with Wordpress and the simplification, through a more visual language, of your interaction with your target audience.

At the same time, I collaborated with the design team on other company projects with other clients.

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CASE: ENFOCARTE



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Contactate con Enfocarte Publicidad SAS ➤ Recibidos x

Enfocarte Publicidad SAS <ventas@enfocarte.co>
para mí ▾

vie, 9 abr 21:28 ☆ ⏪ ⏴

ENFOCarte Portafolio Servicios Contacto

Gracias por escribirnos.

Hola Sergio, en Enfocarte Publicidad estamos felices de que tú y tu empresa Coca-Cola quieras trabajar con nosotros.

Mira nuestro brochure

Estas empresas confían en nosotros

GLOBAL TECH inúcleo GEOPARK INTIMO Underwear



“ We have managed to better connect with our clients thanks to the work we have developed together with Sergio. He is a man to trust.

Braian Moreno
Manager

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CASE: LEGGAL-CENTERS

Leggal-Centers

Case #2

Year: 2021

Type: Editorial, branding,
design, social media.

www.legalcenters.com

Leggal-Centers BPO

With Leggal-Centers BPO - a fledgling legal consulting and outsourcing company - we work hand in hand to build your brand.

In the process, we were able to establish points of view with their clients that helped strengthen their identity.

I got involved with the design of their site, portfolio of services, a content grid for their blog, manual communication, designs for printed elements and an initial campaign for Facebook Ads.

CASE: LEGGAL-CENTERS



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CASE: LEGGAL-CENTERS



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“We started from scratch and we managed to consolidate our brand with a differential factor in the sector.

I am very happy with the work done.

Héctor Salamanca
CEO

Sergio Molina

The image shows a laptop screen with the LeggalCenters BPO website open. The website has a dark header with the logo 'LEGGAL CENTERS' and navigation links 'INICIO' and '¿QUIÉN SOMOS'. The main content features a large image of a laptop keyboard. Text on the page includes 'Toma la decisión correcta para tu empresa', 'Accede desde ya al mejor servicio de cobranza, asistencia legal y BPO en Casanare, recibe asesoría y empieza a mejorar la productividad de tu empresa. Déjanos tu teléfono. Te llamaremos.', and a green button labeled '¿Quieres más información? Escríbenos'. The bottom section of the website has a green background with sections for 'Cobranza' and 'Asistencia legal'.

Toma la decisión correcta para tu empresa

Accede desde ya al mejor servicio de cobranza, asistencia legal y BPO en Casanare, recibe asesoría y empieza a mejorar la productividad de tu empresa. Déjanos tu teléfono. Te llamaremos.

¿Quieres más información? Escríbenos

¿Qué es LeggalCenters BPO

Ofrecemos soluciones de BPO, contact center y cobranza en todas las etapas a empresas, venta y posventa. Igualmente asistencia legal en todos sus ca

Cobranza

Ofrecemos servicios de cobro preventivo de cartera, cobro administrativo, prejurídico y jurídico en distintos escenarios empresariales.

Asistencia legal

En derecho civil, derecho ambiental, derecho laboral, derecho comercial y derecho administrativo con más de 15 años de experiencia en el sector.

MacBook Air

CASE: CANAL TRO

Canal TRO

Case #3

Year: 2020

Type: Editorial, branding,
design, social media.

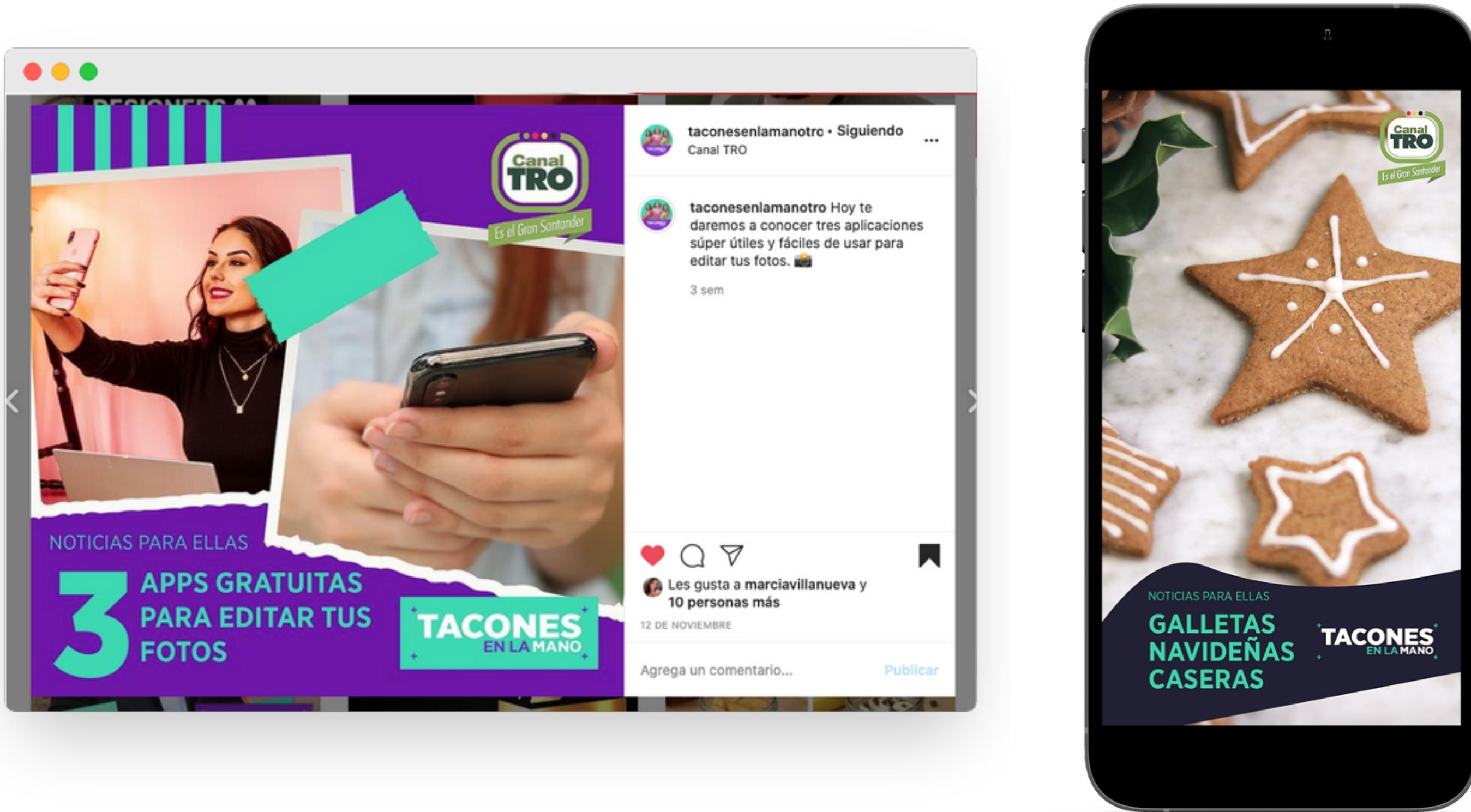
www.canaltro.com/tacones-en-la-mano

Canal TRO

During my time working on Canal TRO, I was involved in one of the channel's TOP 5 programs.

In this team I was in charge of creating post for social networks, some designs for stories and other things related to the brand of the program.

I also participated in the joint dissemination strategy for different topics that were covered in the program and its development.



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The team learned a lot from his work and he learned a lot from all of us.

He was an amazing co-worker.

Marcia Villanueva

Host

Sergio Molina

**MANUAL
PARA
REDES
SOCIALES**

2 TACONES EN LA MANO

Guías, temazos y plantillas para las piezas gráficas del programa.

Foto: Szabolcs Vitor. Unsplash

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SHARE SAVE LIKE DOWNLOAD ...

Manual para redes sociales - Tacones en la mano

Published on Nov 25, 2020

taconesenlamano FOLLOW

CASE: VIBE

Vibe

Case #4

Year: 2020

Type: Branding

<http://bit.ly/VibeSergio>

Vibe

Vibe is a local brand that distributes frozen fruit and needed to create its logo and branding assets for its store and its packaging.

We work together with its owner to transmit a new, fresh and refreshing brand that aims to alleviate the summer heat with its delicious frozen fruit.

I was involved in brand work, and some of its packaging.

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“We did a nice job with the initial idea. We were creating it almost together and I loved the end result. I like the way my store looks.

Liz González
Owner

Sergio Molina



**Vibe is sense. Energy. Flavor.
Vibe is feeling. Taste. Joy.**

Vibe is a new brand that seeks to preserve the freshness of natural fruit juice through a ready-to-prepare and serve product.



CASE: INUCLEO

iNucleo

Case #5

Year: 2020

Type: Editorial, social media

<http://bit.ly/inucleo>

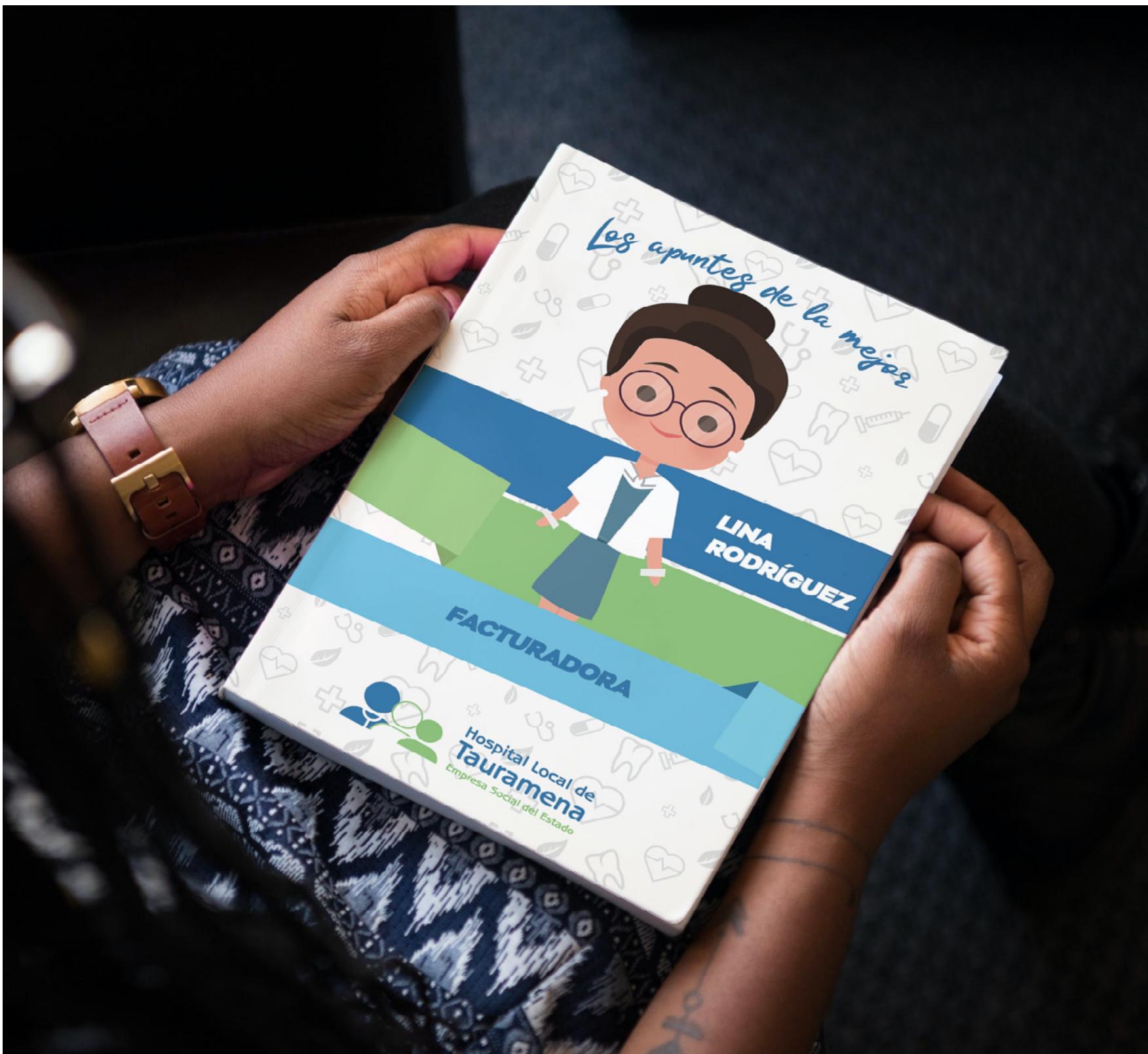
iNucleo

With iNucleo we have worked on the digital and printed design for some clients that this company has.

The designs include cards, billboards, flyers, posters and other signage elements.

Part of the work was focused on supplying design services to other companies and local administrations in the region.

CASE: INUCLEO



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“We have worked for years and it has allowed us to better connect with our clients. He has provided us with constant advice and we like that a lot at iNucleo.

Wilmar Londoño
CEO

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CONTACT

Thank for you!

Keep in touch

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Sergio Molina, 2021