

# DAVID MARTÍNEZ ZÁRATE

GRAPHIC DESIGNER  
CONTENT STRATEGIST

*Born creative, I have gained respect for making things happen over 10 years of working, building, advertising pieces and marketing, inspiring people and developing material to retain and increase niche audiences. I love every click of my mouse. I've come to admire the use of quality Content Strategy in different social channels; I enjoy working with internal and external clients to make them the same team.*



davider25@gmail.com



+1 647 852 2858



Burnaby BC, Canada

## SKILLS

- Advanced level in Adobe Creative Cloud (Illustrator, Photoshop, Indesign) PC and MAC
- Brand strategy production
- Extensive pre-press knowledge
- Knowledge of different media formats, (brochures, ads, newspapers, magazines, TV, and online)
- Teamwork with cross-functional areas in a fast-paced environment
- Attention to detail specific to branding and marketing needs
- Able to manage multi-project creative projects
- Open to resolving tasks that require fast solutions
- Able to maintain creative thinking with a sense of urgency in achieving objectives
- Ability to quickly learn new methods and processes
- Search Engine Optimization experience

## WORK EXPERIENCE

### FC Associate I, L1

#### Amazon Burnaby, BC Canada

November 2021 - Current

### Graphic Designer

#### Freelance Vancouver, BC Canada

October 2021 - Current

- Corporate Branding / Photo editing to Seattle's US Crista Magazine

### Content / Graphic Designer

#### Trans4 Group Ltd. - Brampton, ON Canada

Co-Op unpaid position / May 2021 - September 2021

#### Content creation:

- Identified the expected voice and tone to assess standards of the website against the company's brand guidelines.
- Produced and maintained content for the company's current social media channels and target audiences.
- Promoted and maintained the company's content, ensuring visual brand consistency and aligning it with Brand Guidelines.

## EDUCATION

### Post Graduate Certificate - Content Strategy

Humber College Institute of  
Technology and Advanced  
Learning.

Toronto, ON, Canada

### Post Graduate Certificate - Morphology

Universidad de Buenos Aires,  
Faculty of Design And Urbanism.  
Buenos Aires, Argentina

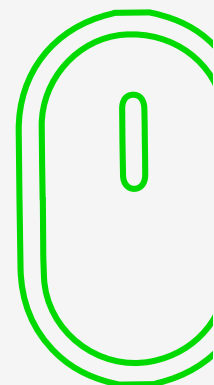
### Bachelor's Degree -

#### Graphic Design

Universidad Jorge Tadeo Lozano.  
Bogotá, Colombia

## Languages:

English / Spanish



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## Designing Marketing Strategies:

- Developed and executed communication strategies, providing feedback on competitors' strategies.
- Crafted content for internal stakeholders and customers while managing tight deadlines.
- Provided support and solutions to customers in compliance with the company's customer service policies.
- Analyzed research and reports on marketplace trends and competitors.
- Engaged in general product marketing and promotional activities for the unit business.

## Graphic Designer

### CRU Organization - Florida, United States

June 2019 - August 2019

- Presentations, and support with graphics for the creation of a mobile application, experience with related UI / UX Design practices and skills

## Graphic Designer

### El Tiempo Newspaper - Bogotá, Colombia

June 2008 - April 2019

## Marketing and Advertising

- Worked with interdisciplinary teams often comprised of sales executives, marketing teams, product managers, art directors, journalists, editors, and copywriters.
- Crafted advertising pieces for unique target audiences that required specialized communication,
- Designing graphic materials ranging from promotional standard advertising materials, such as direct mail, folding and mobile advertising, printed flyers, catalogs, ads for newspapers and magazines along brochures, newsletters.
- Developed and managed communication strategies, while providing feedback to all industry.
- All Pieces was created to be used on multiple media (TV, print, web, and mobile).
- Analyzed research and reported on marketplace trends and competitors.



## SOFTWARE KNOWLEDGE

Illustrator

Photoshop

InDesign

After Effects

Acrobat Pro

Figma

Microsoft Office

*In my work, what matters to me is to be appropriate, balanced, and memorable; my goal is to strike a balance between clarity, form, and function, as well as meticulous attention to detail.*

## PORTFOLIO & LINKEDIN



<https://davider25.wixsite.com/portfolio2>



<https://www.linkedin.com/in/david-martinez-zarate-259748a8/>



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