

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

- Corporative 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.

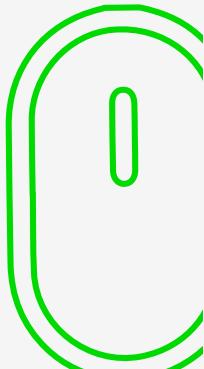
EDUCATION

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 Oficce

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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