

Mariana Jordán Gärtner

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EDUCATION

Madrid, Spain

Jan. 2017 - Dic. 2017

INSTITUTO EUROPEO DE DISEÑO

Master of Design and Innovation
with an emphasize in Communication

Chicago, USA

Aug. 2012 - May. 2016

SCHOOL OF THE ART INSTITUTE OF CHICAGO

Bachelor of Fine Arts,
Merit scholarship recipient, Leadership Honorable Mention



EXPERIENCE

Madrid, España

Feb. 2019 - Jan. 2020

LINGOKIDS (App | Startup)

Designer

- Lead creative projects for the Marketing and Performance team; from strategy to execution of designs.
- Head designer for creation and implementation of rebranded content for user acquisition, improving engagement and retention.

Madrid, España

July. 2018 - Jan. 2019

NATEEVO (Digital Accelerator | Consulting)

Marketing Assistant

- Community management, content design and copy for three accounts.
- Marketing designer for broad selection of projects for clients like Dufry, Coca Cola, Philips Lighting Spain; from video editing, social media posts design, email marketing, graphic design, creative strategy, etc.

Madrid, España

Feb. 2018 - Jun. 2018

BYLD | HANDMADE STARTUPS (Corporate Venture Builder)

Marketing Design Intern

- Lead designer in project from discovery to solution phase; creating branding, strategy and execution (brand guideline, logo design, visual identity, analysis of the competition, executive and pitch deck, etc.)
- Ideation and implementation of Marketing plan, participating in the development of OKRs, strategy and communication campaigns.
- Co-designed innovation dynamics for event/challenge

Cali, Colombia

Aug. 2016 - Oct. 2016

YOUNG & RUBICAM (Global marketing communications company)

Advertising Intern

- Collaborated with the creative team in concept ideation, creating communication content, research, and photography projects.
- Managed social media communication for two brands, creating daily content.
- Increased brand visibility and social media presence by developing videos for social media and photography for advertising.

Cali, Colombia

May 2013 - Jan. 2017

DULCE PECADO SALADA TENTACION (Food Company)

Creative & Communication Lead

- Created brand identity and design for all marketing and communication campaigns, including web site design and maintenance (dulcepecadosaladatentacion.com)
- Lead designer and photographer, responsible for developing branding and advertising (marketing & packaging).

Chicago, USA

Jan. 2016 - May. 2016

ART INSTITUTE OF CHICAGO (Museum - Publishing Department)

Publishing Assistant

- Collaborated with photo editing, research and reviewing, during editing and production process of museum books and digital publications.
- Created the official advertising video for the Van Gogh Bedroom's catalogue (museums SMM)
- Optimized newsletter production and aesthetics by creating the newsletter templates.

Chicago, IL

May 2015 - July 2015

CHICAGO READER (Weekly Newspaper)

Design & Photography Intern

- Collaborated on the production of high profile issues like 2015 "Best Of Chicago."
- Worked on magazine layouts and designed advertisement images for social media.
- Developed online & offline photographic content, published on the Best of Chicago printed issue and website.

References available upon request



SKILLS

Creative Strategy: innovation, design thinking, conceptual and strategic communication.

Digital Marketing: Designs for desktop and mobile, community management, social media campaigns (organic & paid)

Communication (online and offline)

Design: Graphic, motion, branding, web, publishing.

Concept & Ideation

Photography and Video: storytelling, motion graphics, production and post production (digital)

Fine Arts: painting, drawing, illustration, printmaking (offset) & textile

Prototyping and Growth



Fluent in Spanish and English



SOFTWARE



Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premier, After Effects



Sketch, inVision



Microsoft Office Suite: Word, Excel, PowerPoint



SOFT SKILLS



Agile



Collaborative



Open Minded



Empathic



Growth mindset



Versatile & Resilient



Detail oriented



Organized