

Camila Cruz.

GRAPHIC DESIGN SPECIALIZING IN MULTIMEDIA,
SOCIAL MEDIA, MARKETING AND COMMUNICATIONS
BASED IN MELBOURNE, AUSTRALIA

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Bē Maria Camila Cruz Perez

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EXPERIENCE

Marketing Manager

Melbourne, VIC, Australia

Level Up Education & Training Academy - International Language

Education College *Feb. 2024 – Present*

Key Responsibilities:

- Ensure all marketing materials align with the academy's registration scope and ethical standards. Maintain a register of approved materials and only advertise listed qualifications. Develop and implement the annual marketing plan while creating engaging content and optimizing digital marketing strategies.

In-House Multimedia & Graphic Design Officer

Melbourne, VIC, Australia

Albright Institute - International Language Education College

Sep. 2022 – Feb. 2024

Key Responsibilities:

- Play a key role in unifying the brand and launching the email marketing project. Contribute to event graphics and photography, enhance the company's visibility internationally, and curate information packages for business managers.
- Managing marketing materials, conceptualising social media visual content, developing strategies, and planning website content.
- Implement marketing campaigns and maintained a collaborative, team-focused environment.

Graphic Designer (Volunteer Rol)

Melbourne, VIC, Australia

Institute of Non-Violence

Nov. 2022 – Feb. 2023

Key Responsibilities

- Provide support to the marketing team by creating email designs and generating social media posts for platforms such as Instagram and LinkedIn.
- A notable challenge stemmed from the need to acquire a comprehensive understanding of a pertinent social issue within the Australian context. This prompted me to engage in meticulous research to ensure the accuracy and relevance of the content produced.

Communications Coordinator

Bogotá, Colombia

Kassani Diseño S.A.S - Furniture design

Jan. 2020 – Aug. 2022

Key Responsibilities

- Enhance visibility on social media networks and within the architecture, civil engineering, and design sectors.
- Creating relationship campaigns for AAA and AA B2B clients, managing product launches, and planning a tailored content calendar.
- Handle event management, develop graphic materials for clients, and coordinate the placement of unique furniture for showrooms, merchandising, styling, photo shoots, and exhibitions.
- Additionally, I supported internal communication with the HR team.

Graphic Designer

Bogotá, Colombia

Kassani Diseño S.A.S - Furniture design

Mar. 2019 – Jan. 2020

Key Responsibilities

- During the design stage, I successfully unified the brand's graphic elements across commercial and technical pieces.
- Creation of content for social networks and mailing.
- Conceptualization and design of product catalogues.
- Marketing material.
- Creation of graphic assets for campaign.

EDUCATION

Diploma of Social Media Marketing

Australian Pacific College

Currently Studying

Melbourne, Australia

Diploma of User Experience Design

Australian Pacific College

Melbourne, Australia 2024

I have learned key user experience (UX) design skills, including user research, wireframing, and prototyping using Figma and Adobe XD. The course also covers usability testing, design thinking, and accessibility to prepare students for user-centred design on digital platforms.

Master's Degree in Advertising Design and Brand Communication

Escuela de diseño de Barcelona (ESDESIGN)

Bogotá, Colombia 2021

I have gained advanced strategies in advertising design and brand communication. It includes key coursework in digital communication, creative campaign development, branding, and visual storytelling, focusing on integrating traditional and digital media. Students gain a strong foundation in consumer behaviour and market research, enabling them to create impactful brand experiences.

Bachelor Degree in Graphic Design

University of Bogotá Jorge Tadeo Lozano

Bogotá, Colombia 2017

I immersed myself in design, fueled by a passion for creativity and visual storytelling. My studies in branding, editorial design, and UX design, along with hands-on experience in photography and video production, deepened my love for creating impactful visual experiences.

TOOLS

- Adobe CC (Illustrator, Indesign, XD, Photoshop, Lightroom, After effects, Premier)
- Figma
- CMS Webdesign (WordPress)
- CRM & Social Media Platforms (Meta, Google, LinkedIn)
- Google Workspace
- Project Management Software (ClickUp, Microsoft Office Suite, Trello)
- WordPress
- Squarespace
- Wix
- Mailchimp
- Canva

SKILLS AND ABILITIES

Brand Communication: I specialize in creating and executing digital communication strategies that match brand identity.

Managing social media platforms: Creating targeted content strategies using Hootsuite and Google Analytics to boost audience engagement and reach. Skilled in producing appealing content for diverse audiences.

Digital Campaign Design: Skilled in creating and managing visually compelling digital campaigns that engage and convert.

Internal Communication: I have developed multiple communication strategies that share culture and values, fostering team collaboration and respect.

Email Marketing: Proficient in designing and implementing effective email marketing strategies to enhance audience engagement.

Creative Content Development: Creates engaging marketing content and digital assets. Uses analytics tools to track performance and optimize strategies. Proficient in reporting and assessing campaign success.

Web Management: Optimise website content for search engines, conduct keyword research, and use tools like Google Search Console and SEMrush to monitor and improve search rankings and user experience.

UX/UI and Web Design: Specializes in designing user-centred web experiences that prioritise functionality and aesthetics.

Photography and Video Production: Skilled in capturing and editing high-quality photos and videos to support various content needs.

Editorial and Print Design: Proficient in editorial design and printed collateral production, ensuring polished and professional outcomes.

Advocacy for Design and Art: Passionate about promoting design and art as tools for supporting fair causes and making a positive impact.

Constructive Feedback: Strong ability to listen to feedback and apply it constructively to improve outcomes.

Team Management Support: I help management teams by providing support. This ensures smooth operations and helps projects succeed. Successfully led and mentored design teams, fostering a collaborative environment that drives creativity and excellence.

Attention to Detail: Meticulous attention to detail, ensuring precision and sensitivity in all aspects of design work

Project Management: Managed complex design projects from concept to completion, ensuring timely delivery while maintaining high-quality standards.

Strategic Direction: Provided strategic insights and direction for design initiatives, aligning creative efforts with organisational goals.

Process Improvement: Spearheaded process improvements within the design department, enhancing efficiency and output quality.

Cross-functional Collaboration: Worked closely with cross-functional teams to ensure alignment between design and broader business objectives.

PROFESSIONAL PROFILE

As a passionate graphic designer with six years of experience, I focus on visual communication, branding, and digital media to create innovative design solutions. Based in Melbourne, Australia, I have worked across various industries, including B2B furniture, design agencies, marketing, photography, and education.

I am eager to leverage my skills, knowledge, and abilities to make a meaningful impact on causes that align with my core values. I prioritize respect, empathy, and collaboration, and I am passionate about innovating to enhance people's lives.

I am skilled in Adobe Creative Suite, Microsoft Office, MailChimp, WordPress, and Figma, successfully managing complex projects from inception to completion. My recent role involved leading a design team, ensuring adherence to branding and accessibility standards while driving strategic improvements.

I am committed to continuous learning and innovation, dedicated to delivering impactful design solutions that align with business objectives and enhance brand presence.

REFERENCES

Dayle Jones
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Georgia Grammenos
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Yeimy Sanchez
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Explore my portfolio to learn more about my experience here: www.thebluebath.art

I pay my respects to the Traditional Custodians of the land and waters of where I live and extend this to my ancestors of Colombia, where I was born.