

Ana Beatriz Chacon

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Graphic Designer

Versatile creative professional pursuing a Graphic Designer position with 7+ years of experience in Visual Communication, Branding, Marketing, Social Media, performance analysis, and optimization in various industries. Highly skilled at collaborating with multidisciplinary teams, managing and delivering creative assets while transforming concepts into designs.

WORK EXPERIENCE

Historic Hudson Studios

Marketing Specialist

- Successfully managed Visual Communication Projects, overseeing the development of 100% of the Company's graphic assets, and showcasing management skills. This effort led to a 50% increase in successful sales closures.
- Oversee digital marketing efforts, with a focus on SEO and ads, demonstrating proficiency in data analysis and management. These skills contributed to an increase in website traffic within 2 years(1780%).
- Develop communication strategies to increase brand awareness, indirectly resulting in a 350% increase in bookings and consumer-brand interactions in 2023.

OQF Production and Marketing Agency

Art Director

- Manage Visual Communication Projects focused on developing printed and digital graphics materials for 20 other companies, portraying key project management skills.
- Administer catalogs, menus, website advertisements, advertising, marketing, social media, identity, and visual communication, achieving key levels of productivity and efficiency.
- Implemented innovative design strategies that led to a 75% increase in client satisfaction, resulting in a 100% growth in client retention. Contributed to the company's growth from 5 to over 14 employees within 12 months.

SPCOM Creative Agency

Graphic Designer

- Enhanced brand recognition and customer engagement by creating logos, catalogs, menus, websites, and advertisements for 15+ companies, boosting their advertising and marketing efforts within 2 years.
- Produced compelling digital and print advertisements, driving a 25% increase in lead generation and sales revenue.
- Elevated online presence and user experience by developing and designing user-friendly websites and digital materials, resulting in a 40% increase in website traffic and engagement.

Chantal Orthopedics

Graphic Designer

- Developed engaging content daily to promote the brand and its products, which led to a 70% increase in online engagement within 5 months.
- Crafted and supervised all social media and website content, product catalogs, and packaging designs, driving a 20% rise in brand awareness and product sales.

EDUCATION

Bachelor's Degree in Graphic Design

Anhembi Morumbi University

CERTIFICATIONS

Digital Marketing | 06/2023 - 12/2023

Google Digital Garage

Visual Arts | 08/2018 - 09/2018

University of California Extension

SKILLS

Adobe Creative Suite, Google Workspace, Graphic Design, HTML, Microsoft Office Suite, SEO Tools, SMM Tools