Romina Font

Graphic Design & Social Media Marketing

Disciplined designer and marketing professional who encourages creative development, visual communication initiatives and the combination of design and research for creative problem-solving.

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experience

Art Director   SEP 2018 - JUN 2022
Sickkalien - Valencia

- Management and creation of the handcrafted resin jewellery brand, textile and editorial design.
- Planning, research and design of graphic elements, packaging, content for RRSS, e-mail marketing and promotional videos.

Winner Logo Contest   NOV 2021
Eneti - Madrid

- Awarded in the competition organised by the XIX National Meeting of Translation and Interpreting Students (XIX ENETI), for logo design. Afterwards, the visual identity was finalised.

Graphic Designer   NOV 2022 - MAY 2023
Arcadia - Remote

- Planning, research and creation of content related to the articles published in the project, book cover designs or posts for social networks.

Marketing Digital Assistant   JAN 2023 - APR 2023
Crowne Plaza Blanchardtown - Dublin

- Creation of graphics for social networks, such as infographics, videos and interactive content for users on Facebook, Instagram and LinkedIn.
- Development of digital strategy and content calendar based on analysing the ideal audience.
- Production of editorial designs and packaging for events.

Marketing Assistant   MAY 2023
Sol y Mar Hoteles - Calp

- Planning and creation of campaigns in view of 3 months.
- In charge of social media, email marketing and web maintenance.

Marketing & Communications Manager
Esencia Foods - Remote   MAY 2023 - PRESENT

- Responsible for the marketing team and graphic designer for the brand. We are creating a new visual identity and tone for the company.
- Creating infographics, posts and videos on Instagram and LinkedIn. And analysing the audience in Meta Business Suite.

education

Bachelor's Degree in Design and Creative Technologies (DTEC)
Universitat Politècnica de València
SEP 2018 - JUN 2022

Course on Instagram as a Professional Tool
Universitat Politècnica de València

Certificate in UX Design
Google Coursera - Remote

software

Adobe:
Illustrator, Photoshop, InDesign, Premiere Pro, Animate (Flash), After Effects, Audition, Adobe XD.

Microsoft Office Suite:
Word, Excel, PowerPoint, Outlook, One drive.

Google Suite:
Drive, Gmail, Calendar, Google Analytics, Google Ads.

Social Media:
Meta Business Suite, Facebook, Instagram, LinkedIn, Tiktok, Youtube, Twitter, Spotify.

Other programmes:
Figma, Hootsuite, Notion, Unity, Spark AR, Wordpress, Elementor, Blender, Procreate.

skills

Advertising Design
Brand Identity
Editorial Design
Project Management
Mobile and Web Design
UX/UI Design
Campaign Creation
Social Media Management
Product Photography