

Mariana Jordán Gärtner

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Multidisciplinary creative and strategic designer. On a constant play with strategy and design, finding ways to communicate creatively while adding value and staying relevant.

EXPERIENCE

- Madrid, España
Feb 2019 - Jan 2020
LINGOKIDS (App | Startup)
Growth Marketing Strategist Designer
- Lead creative on projects for the Marketing and Performance team; from strategy to execution of designs.
- Head designer for in-house creation and implementation of re-branding content, focused on acquisition and improvement of engagement and retention.
- Madrid, España
July 2018 - Jan 2019
NATEEVO (Digital Accelerator | Consulting)
Marketing Designer
- Head community manager, content designer and copy writer for three accounts.
- Lead marketing designer for projects for clients like Dufry, Coca Cola, Philips Lighting Spain; including video editing, design social media content and email marketing, creative strategy (online and offline).
- 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 design and maintenance (dulcepecadosaladatentacion.com)
- Lead designer and photographer, responsible for developing product design, branding and advertising.
- 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, as well as newsletters optimization.
- Created the official advertising video for the Van Gogh Bedroom's catalogue (museums SMM)
- Chicago, USA
May 2015 - July 2015
CHICAGO READER (Weekly Newspaper)
Design & Photography Intern
- Collaborated on the production of high profile issues like 2015 "Best Of Chicago."
- Design for magazine layouts and advertisement images for social media.
- Developed online & offline photographic content, published on the Best of Chicago online and offline.

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

References available upon request

SKILLS

Creative Strategy: research, insights, design thinking, campaigns, crossfunctional project management.

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

Communication (online and offline): conceptual and strategic

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

Concept & Ideation


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

Fine Arts: Illustration, painting, drawing, 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