

Bilingual Visual Designer with strong experience in Print Design, Marketing, Broadcast Advertising and Corporate Identity. Skilled in prioritizing and completing tasks independently, planning, managing projects through production.

www.linkedin.com/in/maruremy

www.maruremy.com (design portfolio)

Experience
2000 / Present

Brand & Design / Work Initiatives

Working as a freelance in diverse projects, including: Corporate Identity, Sales materials, Communication tools, Marketing, Promotion, Advertisement, Web Identity.

The Globe Academy: A dual-language immersion charter school in the DeKalb County School District of Metro Atlanta, Georgia. Volunteer as a Graphic Designer.

Responsible for visual brand strategy & execution for fundraising events, yearbook cover, newsletters, brochures, flyers and banners.

Personal Venture: Successfully created and implemented a High-end custom designed cakes business for the Movie Industry in Atlanta and catering events. (with clients like: Netflix, Marvel Studios, ABC) www.instagram.com/maruremycakes

2003 / 2009 **Marketing Coordinator & Brand Assistant**

CARTOON NETWORK / LATIN AMERICA
TURNER BROADCASTING SYSTEM

Manage marketing annual operational budget.
Bring support to Ad Sales, New Media and Marketing departments.

Events and promotions coordination, execution and supervision.
Organization and implementation of internal events.
Vendors and Creative Agency supervision, direction & management.
Participation in the development and implementation of MKT campaigns for CN and Boomerang Latin America.

Support and promote synergy between Marketing and/or Print & Design departments with the regional offices.

Participation in coordinating and developing communication campaigns.
Designer for pan-regional markets including Brazil, Mexico, Argentina, Chile, Venezuela, Colombia and the Caribbean.
Responsible for creating off-channel look/brand guidelines for new Boomerang channel in Latin America.

Merchandising development.
Developed and designed a broad range of marketing materials, included but not limited to premiums, posters, flyers, stickers, stands, brochures, style-guides, billboards, ad campaigns.

Digital Senior Designer

Design & development for Cartoon Network & Boomerang websites for Latin America, including Brazil, Mexico, Argentina, Chile, Venezuela, Colombia and the Caribbean. Art Direction.

Creativity and conceptualization. Content, and promotions development and implementation. Responsible for the maintenance of the CN Latin America websites. Vendors and freelancers coordination.

2002/2003 Senior Designer and Marketing Coordinator

OCA S.A. – ARGENTINA

Leading private postal service (<http://www.oca.com.ar>)

DIGITAL DEPARTMENT

General management and supervision in all aspects of the website, maintaining the web presence for all the corporate brands including development of high quality branded content, look & feel design, ease of use, and superior site usability. (e-cartaOCA, e-telegramaOCA, OCA express pak, OCA-Box, OCA Print)

Working interdepartmentally -IT, product managers, operations, attorneys, sales staff, and engineers- for establishing product definition, coverage and attributes.

MARKETING DEPARTMENT

Design and create all the corporate identity, like brochures, flyers, logotypes and other print materials, working together with advertising agencies.

Active enrollment on consolidating the corporate image, design of graphic material (brochures, POP elements, posters, print ads, price lists, etc.)

Advertising agency management.

Development of advertising, press and marketing campaigns, responsible for sponsoring events, budget management and dealing with vendors.

2000 / 2002 Senior Designer, New media

MUCH MUSIC & HTV – (Cable television channel that broadcasts music videos)

CLAXSON - LATIN AMERICA

Look & feel design and development.

Responsible for the web design and daily update of the web site. Making critical decisions about design guidelines and how to implement new designs and re-arrange existing designs of Much Music developing new modular design components.

Responsible for designing HTML sections, integrating other multimedia promos and contents (movies, audio, video, graphics, animations).

1999 / 2000 Assistant Teacher at Buenos Aires University, FADU UBA.

Education

Universidad de Belgrano, Buenos Aires / Argentina
Master Degree, Integrated Marketing Communications
2003 – 2004

Universidad de Buenos Aires, FADU UBA, Buenos Aires / Argentina
Degree, Graphic Design, Designer
1994 – 1998

Awards

BDA World
Gold - Website 2005 / Cartoon Network LA
Gold- Website 2005 / Johnny Bravo VD / Cartoon Network LA

FIAP
Gold - Web innovation 2005 / Cartoon Network LA
Bronze - Web Site 2005 / Cartoon Network LA
Silver - Web Entertainment 2005 / Cartoon Network LA

Skills

Multi tasking, neat, punctual, well-organized and extremely detail-oriented.
Time management, balancing multiple projects, meeting deadlines, and budgets.
Strong background in broadcast and corporate advertising.
Strong background in magazine and packaging design, pre-press production skills.
Strong background in print, web and broadcast design.

Fluent knowledge of design programs: Adobe Creative Suite and Microsoft Office Suite

Languages

Native | Spanish
Fluent | English

References

Ana Bustios-Tuesta / Ana@AnaBustios.com
Creative Art Director / Nickelodeon, BloomNYC

Paola Jacobs / paolitajacobs@gmail.com
Senior Director, Strategic Planning and Partnerships, Warner Media Latin America

Milagros M. Frugoni / Milagros.Frugoni@turner.com
Head of Kids Argentina & Regional Marketing Lead en Turner (Turner Broadcasting System, Inc)

Anita Patel / anitarx@gmail.com
The Globe Academy