



Carmen S. Zelaya

Graphic / Web Design &
Marketing Visual Communicator

✉ carmenz2010@gmail.com

☎ 1 204 612 6941

★ www.carmenzelaya.com

Languages

Spanish - Fluently

Portuguese - Fluently

English - Fluently

Personal Skills

Effective communication in 3 languages

Proactive and able to multitask

Work independently or as part of a team

Diversity values

Excellent organizational skills

Professional Skills

Proficient in iOS and PC platforms

Photoshop & Illustrator (advance)

Dreamweaver (advance)

InDesign, QuarkXPress (advance)

Adobe Creative Suite (advance)

PHP, JQuery and Javascript (basic)

After Effects & Premier Pro (intermedium)

HTML 5, CSS (advance)

Word Press (advance)

Sales Force, Sharepoint (intermedium)

Google Drive & Google Analytics (intermedium)

Microsoft Office Suite (advance)

SEO & SEM / Social Media (intermedium)

About Me

Web Graphic Designer & International Higher Education Specialist who enjoys marketing and learning new technologies. Proficient in Adobe Creative Suite, HTML5, CSS3, MS Office. I build responsive websites consistent with brand guidelines using WordPress, PHP, CSS and implementing UX, SEO, SEM and Google analytic reports. Extensive experience in the marketing department of large corporations and in recruitment of international students.

Education

- **Bookkeeping and Accounting for Small Business** - LRSD Continuing Edu, MB
- **Basic Business Communication & Communication 1** - RRC courses, MB
- **Emerging Web Technologies** - University of Winnipeg course, MB
- **Web Site Developer Diploma** - Red River College, Winnipeg, MB
- **Web Designer Certification** - INFNET, Rio de Janeiro, Brazil
- **Macintosh Graphic Design** - BUHO College, Madrid, Spain
- **Bachelor Visual Communication** - PUC of Rio de Janeiro, Brazil

Work Experience

Director International Education Agency 2015 - to the present

Overseas Frontiers Inc, across Canada

- Developed marketing strategies to promote education institutions that suit International students career goals. Marketing communications, digital media strategic, networking, fairs and recruitment in Latin America (Brazil & Peru).
- Prepared conferences, proposals and communicate with students in 3 languages.

Web / Graphic Designer 2011 - 2016

The Northwest Company, Winnipeg, MB - Canada

- Relaunched corporate and store websites, improving functionality and UX.
- Created corporate and promotional materials: print, web, animations.
- Implemented Google analytics reports and web updates. Create intranet layouts.
- Created "Healthy Horizons Foundation" mini site in just two weeks.

Lead Web / Graphic Designer 2009 - 2010

Score Advertising, Winnipeg, MB - Canada

- Created Golf websites using in-house CMS system and CSS.
- Communicated effectively with vendors and customers to address their needs.
- Create corporate/sales communications & online advertising using salesforce.

Senior Web / Graphic Designer 2007 - 2008

DMT Development Systems Group (automotive industry), Winnipeg

- Re-skinned web applications and redesigned wireframe interfaces.
- Maintained on time updates on Volvo Canada and Mexico websites.
- Built rich media banners, corporate video and web marketing campaigns.

Motion & Graphic Designer 2004 - 2007

Nygaard International, Winnipeg

- Created (ePOPs) for store screens using Flash, After Effects and Adobe Premiere.
- Created collateral campaigns, visual presentations, brochures, sharepoint updates

REFERENCES & PORTFOLIO AVAILABLE BY REQUEST