

# PAULA VALENCIA

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## Marketing Specialist with 10+ Years of Expertise in Creative Animation and Graphic Design

### TOP SKILLS

- Social Media Management:** Experienced in developing and implementing marketing strategies, along with managing and analyzing social media content and performance.
- Branding:** Expertise in creating and evolving the business's identity through impactful design and strategic branding initiatives.
- Storytelling:** Proficient in conveying the business's core message by producing compelling audiovisual content with motion graphics technique engaging and informing the target audience.

### WORK EXPERIENCE

"Grupo Promesa" and "Zona Viva". (NGOs) / Mexico 10/2022 - Present

#### Volunteer as Graphic Designer, Motion Graphics Animator and Social Media Manager.

- Developed creative content strategies, including posts, animations, explainer videos, and a website to enhance digital presence.
- Managed branding efforts for Facebook, Instagram, and the website to strengthen the NGO's identity.
- Monitored social media performance to optimize content effectiveness and foster positive relationships with the NGO's online community.

"Pay it Forward Strategies" and "On Demand Chiefs" / US

10/2021 - 09/2024

#### Graphic Designer

- Designed brand identity, including logo creation and digital assets.
- Developed the website using UI and UX techniques.

"Women First Digital" (International NGO) / US

10/2021-08/2023

#### Motion Graphics Animator

- Created storyboards, graphics, animations, and performed editing to increase conversion rates.

"Smile Marketing" / Mexico

03/2017-12/2020

#### Coordinator, Animation and Video Department

- Created videos and animations, contributing to increased sales through digital strategies.
- Managed accounts and led a team of five to achieve the agency's goals.

Motion Graphics Start-up / Mexico

09/2014-12/2017

#### Entrepreneurship.

- Managed sales with clients and fostered a collaborative mindset.
- Demonstrated professional values through meaningful interpersonal communication.

### EDUCATION

Certificates in "Organizational Leadership", "Digital Marketing" and "Business Fundamentals" /

01/2021-08/2024

"eCornell University Executive Education", "The Power Business School", and "FRCC" / US, Spain, US.

"MBA specialized in Social Economy" / "Business School: Formato Educativo" / Spain

01/2022-11/2022

"BA in Animation and Digital Arts" / "Tecnológico de Monterrey" / Mexico

08/2009 - 05/2014

### LANGUAGES

- English: EF Set - C2 PROFICIENT
- Spanish: Native