

Natalia Zuniga

natzd28@gmail.com | linkedin.com/in/nat-zuniga

Portfolio: <https://www.natzportfolio.com/>

Skills & Certifications

Technical Skills: Adobe Creative Suite (Ai, Ps, Id, Ae) | Figma | Microsoft Office.

Soft Skills: Communication, collaboration, attention to detail, teamwork, leadership, project management.

Certifications: Social Media Marketing Certification (Hootsuite), Hootsuite Platform Certification (February, 2024).

Professional Experience

Avocado Wellness Marketing

August 2022 - Currently

Art Director - Freelance

- Developed comprehensive digital marketing strategies for Huggies Latam, overseeing a team, resulting in a 15% increase in online engagement and a 20% growth in customer acquisition.
- Executed successful project management for the creation and implementation of digital marketing campaigns for Huggies Latam, leading to a 30% increase in website traffic and increasing overall efficiency.
- Delivered impactful presentations to clients on the effectiveness of digital marketing strategies for Huggies Latam.

Dragons Group

2020 - 2022

Art Director

- Conceptualized and developed innovative branding strategies for Danone group brands, including Oikos, Danonino, Activia, and Danette.
- Directed and supervised the design team and freelancers to execute creative concepts for the Danone brand campaigns, leading to a 20% improvement in client satisfaction ratings.
- Created engaging digital content for Galderma USA as part of a collaborative multidisciplinary team, presenting campaigns directly to clients in the United States and receiving positive feedback and communication from the Creative Director in Spain.
- Implemented a streamlined workflow process for managing creative assets across multiple brand campaigns, reducing production timelines by 30% and increasing overall efficiency.

INSTAFIT

2019 - 2020

Art Director

- Developed innovative digital content strategies for InstaFit and InstaFit Gym apps, resulting in a 15% increase in user engagement and a 10% growth in annual membership purchases.
- Led the development of a comprehensive multi-channel marketing strategy for clients at Avocado Wellness Mkt., leading to successful campaigns for Gatorade, Huggies, Rexona, Epura, and Bimbo.
- Provided art direction and guidance to the design team for Huggies Latam and InstaFit brands, resulting in a cohesive brand identity across all marketing materials.

Nestlé

2017 - 2018

Senior Graphic Designer

- Conceptualized and executed innovative seasonal marketing campaigns, resulting in a 30% increase in digital engagement and a 20% increase in foot traffic for outdoor advertising.
- Designed, developed, and introduced a collection of three printed seasonal recipe books that exceeded sales projections by 50% in libraries and retail stores, quickly becoming best-sellers.
- Managed the entire production process from creating final print files to tracking printing materials, leading to an efficient response of suppliers.

Professional Experience

CIRCUS - Media Monks

2016 - 2017

Senior Art Director

- Enhanced branding strategies for Essity Group brands like Regio, Tena, and Saba, resulting in improved brand recognition and increased customer engagement.
- Conceptualized and executed digital campaigns for the Eucerin brand, resulting in significant growth in online sales and an increase in social media followers.
- Delivered captivating presentations to clients showcasing innovative project ideas, leading to a client satisfaction rate of over 90% and an increase of repeat business by 40%.

Ganem Group

2015 - 2016

Junior Graphic Designer

- Conceptualized and executed innovative multi-channel campaigns, delivering monthly creative assets for Honda Mexico, resulting in a 15% increase in brand engagement metrics.
- Developed comprehensive brand identity and digital presence for the launch of the Honda Fit 2017 model, including website design and email marketing campaigns, leading to a 20% increase in brand recognition.

Residencia

2014 - 2015

Junior Graphic Designer

- Created and executed digital campaigns for renowned consumer brands like Heinz and premium alcohol brands such as Havana Club and Ballantine's, contributing to a 30% growth in social media following.

Grey Mexico

2014

Trainee Art Director

- Developed and executed digital content for renowned brands like Covergirl, Roshfrans, and Bohemia, leading to a notable increase in online engagement and brand awareness growth.
- Collaborated with a team to create the award-winning campaign "SOS SMS" for the Mexican Red Cross
CANNES LIONS 2015 Winner
Gold: Promo & Activation and Creative Data
Silver: Mobile and Pharma
Bronze: Media and Health and Wellness

Education

Advertising and Marketing Communication

Sheridan College

Ontario, Canada

2023 - Currently

Digital Photography Diploma

Santa Fe University of Art and Design

New Mexico, USA

2013

Graphic Design Bachelor's Degree

Universidad del Valle de Mexico

Mexico City, Mexico

2013



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