



NURIA RIVERA

DESIGN & VISUAL COMMUNICATION - DIGITAL MARKETING

PROFESSIONAL PROFILE

Designer with more than 9 years of experience in generation of visual materials aimed at a specific audience. Specialized in the design of infographics and publications, both printed and digital, as well as campaign management with the use of email. Results oriented and with attitude to work as a team.

CONTACT INFORMATION

**Email**

nuriariveragasco@outlook.com

**Mobile**

55 3915 8265

**LinkedIn**

linkedin.com/in/nuria-rivera

**Website**

www.nrgdesigner.com

SOFTWARE & PLATFORMS

• Adobe Creative Cloud

Illustrator, Photoshop and InDesign (Advanced level)
XD, Dreamweaver y Premiere (Intermediate level).

• Platforms for mailing and programming digital campaigns

Pardot and Doppler (Advanced level).
Salesforce Marketing Cloud (Advanced level)

• Microsoft Office (Advanced level).**• Google Suite** (Advanced level)**• Keynote** (Advanced level)**• Brandfolder** (Advanced level)**• Slack** (Advanced level)**• Airtable** (Advanced level)

LANGUAGE

• English (Intermediate level)

EXPERTISE

2021 - 2022**Digital Designer at Konfío**

(Financial Institution)

- I was involved in the design of materials for the digital and OOH campaign of Credit called "Breathe".

- I designed emails with Salesforce Marketing Cloud.

- I developed a Commercial Portal with Brandfolder platform, a space that contained all the tools and sales materials for the commercial team. With InDesign and Brandfolder I created templates that helped make the personalization of communications, flyers and digital business cards more scalable and trackable.

- I was in charge of the design of materials and maintenance of the e-learning platform (TalentLMS).

- I generated visual materials for Konfío's website, Social Media, expos and events with commercial alliances.

2014 - 2021**Marketing Communications Manager at KANTAR**

(Market Research Agency)

- I was part of the Creative Services team, which at the regional level was responsible for generating visual materials and improving the design (presentations, reports, infographics, Books, communications, invitations, etc.) which were sent to customers or used in internal or external events. In 2020 we increased the sale of videos and infographics by 70% and managed to increase by 100% the registration of clients and prospects to the webinars we generated.

- I supported the logistics and design of materials for the internal and external events of the company, thanks to my organization and control of the client registration was able to give adequate monitoring and leads generation, which helped to calculate more accurately the ROI of the campaigns.



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EDUCATION

2010 - 2014

Degree in Design and Visual Communication
at National School of Plastic Arts, (actually
Faculty of Arts and Design UNAM)

COURSES

- **Electronic Publications**
(a!Diseño - Protraining), Protraining, taught by
Aldo de la Fuente, Adobe Certificated Instructor.
- **UX y UI Design**
(a!Diseño - Protraining), Protraining, taught by
Aldo de la Fuente, Adobe Certificated Instructor.
- **How to create and animated interactive
graphic with D3?**
(INFOVIS 2019), taught by Lázaro Gamio,
graphic editor at New York Times.
- **LinkedIn for Social Selling**
(LinkedIn Learning), taught by Lorena Díaz
Quijano, Business and Digital Transformation
Consultant.
- **Agile Marketing**
(LinkedIn Learning), taught by Nico Roddz,
Digital Strategist.
- **Adobe XD Tricks**
(LinkedIn Learning), taught by Desiré Marrón
Carmona, Web Dev /Designer & UX-UI.

SKILLS

- Problems resolution
- Teamwork
- Organization and time and management
- Creativity
- Work under pressure

EXPERTISE

- I specialized in the planning, execution and monitoring of both internal and external digital campaigns. I was responsible for reporting campaign tracking and Lead generation through the website with LatAm Marcoms Leads.
- I collaborated in public relations studies generating infographics, banners for Social Networks and Books that were shared with press and customers. The objective of this type of studies was positioning the brand.
- In 2019 I received the "Be the Best" recognition, which is awarded annually to the best employee in Kantar Mexico.

2013 - 2014

Art Director at Business Instinct magazine
(Business-themed magazine)

- I was involved in the entire planning, conceptualization, design and development process. During the publication of 10 issues of that magazine.
- I helped in the definition of the workflow, which allowed to speed up the process of calendaring and generating the contents.

2013

Social Service in the Editorial Coordination of the National School of Plastic Arts
(Currently UNAM Faculty of Arts and Design)

- I designed covers of books, posters and other communication media.
- In 2013 I was in charge of editorial design for the reprinting of the book "The Posthuman Body" by Ivan Mejía R.

2012 - 2013

Designer and Community Manager at AUROM
(Business Consultants)

- I generated visual materials that were used to send information to customers and prospects.
- I was in charge of the generation of content and management of Social Networks in order to position the brand. During my time, I managed to increase the number of followers on Facebook by 40%.