

PAULA VALENCIA

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PROFESSIONAL SUMMARY:

I'm passionate about authentic communication and storytelling that strengthen the digital presence of NGOs. With 10 years of experience in motion graphics, animation, and corporate design, I create engaging content tailored for digital platforms.

WORK EXPERIENCE:

Manager, Content Creator, Designer and Digital Animator | NGOs like Alianza Cero Basura, ADN Sostenibilidad, ARCo, Padrino, El Cuyo es tuyo, Zona Viva | 2022 - Present

- Developed and implemented creative content to strengthen corporate communication across digital platforms.
- Managed branding efforts through engaging social media content, animations, copywriting, and explainer videos.
- Analyzed social media performance to optimize content effectiveness and community engagement.

Graphic Designer | Businesses like Pay it Forward Strategies, On Demand Chiefs, New World Organics | 2021 - 2024

- Designed brand identity, including logo creation and digital assets.
- Website design using UI and UX principles to enhance user experience.

Motion Graphics Animator | Women First Digital (International NGO) | 2021 - 2023

- Designed storyboards, motion graphics animations, and edited videos to increase awareness of women's health initiatives.

Coordinator of the Animation and Video Department | Smile Marketing Agency | 2017 - 2020

- Produced high-impact videos and animations aimed at increasing sales through digital marketing strategies.
- Managed accounts and led a team of five to achieve company objectives.

Entrepreneurship | Motion Graphics Start-up | 2014 - 2017

- Led account management and built strong customer relationships.
- Fostered a collaborative mindset through effective interpersonal communication and project execution.

SKILLS:

- Graphic Design: Adobe Illustrator, Photoshop, Canva
- Motion Graphics & Video Editing: After Effects, Premiere Pro, Audition, Loom, Frame.io, CapCut
- Branding & Digital Design: Logo Design, Website Design, Marketing Collateral

- Project & Account Management: Asana, Google Workspace, Zoom
- Social Media & Digital Marketing: Meta Business Suite, Copywriting, Content Strategy

EDUCATION:

- MBA in Social Economy and Cooperativism | Business School: Formato Educativo | 2022
- BA in Animation and Digital Arts | Tecnológico de Monterrey | 2014

CERTIFICATIONS

- Organizational Leadership | eCornell University Executive Education | 2024
- Digital Marketing | The Power Business School | 2024
- Business Fundamentals | Front Range Community College, Colorado | 2021

LANGUAGES

- English: C2 Proficient (EF SET)
- Spanish: Native

OTHER ACTIVITIES

- Easy outdoor activities.
- Volunteer.
- Community, friends and family gatherings.