

PAULA VALENCIA

(+52) 442 669 7496 | paulavalencia.brand@gmail.com | www.paulavalencia.com | BCS, Mexico

PROFESSIONAL SUMMARY:

Results-driven Communication Specialist and Graphic Designer with 10 years of experience in motion graphics animation and corporate branding. Experienced at developing creative content and driving audience engagement. Passionate about authentic communication and storytelling to enhance brand presence.

WORK EXPERIENCE:

Communication Specialist & Graphic Designer | NGOs | 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 | Pay it Forward Strategies and On Demand Chiefs | 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

- Outdoor activities like walking, biking and reading at the beach.
- Volunteer in community events.
- Meditation, yoga, and family gatherings are my favorite.