

561-371-0259

gisellews@gmail.com

gisellews.com

# Giselle Werneck Salgado

*Graphic and Digital Designer in Delray Beach, Florida*

## EDUCATION & SKILLS

**Bachelor of Fine Arts** at Ringling College of Art + Design / Sarasota, FL – 2010-14

Graphic & Interactive Communications major, Business of Art + Design minor, with Honors.

**Technology:** Digital Marketing; Adobe Creative Cloud Suite (Photoshop, Illustrator, InDesign), Figma, Sketch, Microsoft Office (Word, Powerpoint, Excel); CRMs (WordPress, Adobe AEM, Wix); Project Management (WorkFront, Jira, Trello, Crispily); Windows & MacOS; Basic HTML & CSS, IT helpdesk experience; Typing at 110WPM; Encryption and Data Analytics; Content Strategy and Creation; Consulting; Online Organizing.

**Languages:** English (fluent), Spanish (conversational), Portuguese (native)

## CORPORATE CONTRACTS

Houston, TX – MAR 2020 - PRESENT

**Mattress Firm: Graphic Designer** for promotional emails in an in-house digital marketing team.

**Responsible for:** concept to execution of several weekly promotional emails, with special attention to development and legal requirements.

Matthews, NC – JULY 2019 - DEC 2019

**Harris Teeter, Inc.: Digital designer** in medium advertising team within household retail grocer.

**Responsible for:** defining seasonal design guidelines; concepting, pitching, and creating advertising campaigns; production design across multiple channels & media; coordinating with print, video & web.

Huntersville, NC – DEC 2017 - FEB 2019

**SentryOne: Graphic designer** at in-house marketing of local b2b data software company.

**Responsible for:** concept to execution of advertising within strict brand standards; fresh and digestible takes on previous campaigns; production of a series of assets from email to ads and print pieces.

Charlotte, NC – MAR 2018 - NOV 2018

**Charlotte PRIDE: Marketing director** on board of volunteers responsible for the second-largest PRIDE in the southeast.

**Responsible for:** merchandising, webmaster duties, photography, advertising, printing, public relations, internal communications & more.

Fort Mill, SC – AUG 2017 - MAY 2018

**LPL Financial: Visual Designer** within corporate communications of a financial management firm.

**Responsible for:** mostly internal communications to financial advisors, including partner support, events, content creation, digital & email marketing, and brand development.

Mooresville, NC – MAR 2016 - MAR 2017

**Lowe's Home Improvement: Production designer** for .com domain of a large corporate retail brand.

**Responsible for:** customer-facing advertising campaigns; re-design of user experiences; email marketing; mobile web and application assets; presentations, etc.

Charlotte, NC – SEP 2015 - MAR 2016

**Quaero, Inc.: Graphic Designer** on the marketing team within start-up b2b data software company.

**Responsible for:** concepting, pitching, refining and executing internal & external campaigns; event marketing; print collateral; presentation designs and infographics.

Clearwater, FL – MAY 2014 - MAY 2015

**WhiteLine Creative: Graphic Designer** within a boutique marketing agency of local clients varying from breweries to educational institutions.

**Responsible for:** over 75 accounts spread between web, video, branding and marketing; projects including motion, content creation, email, environment and UX design.