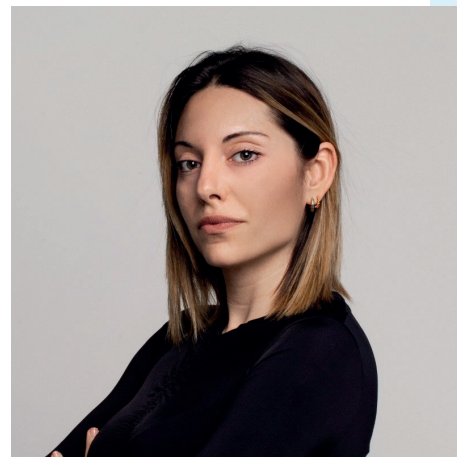


PAULA SEGOVIA BENITO

YEARS ACTIVE 2014-2023

SENIOR GRAPHIC DESIGNER | ART DIRECTION

Nowadayst I'm Senior Graphic Designer for Region of Valencia Tourism Advertising Agency. However, I have 8 experience years on E-Commerce world. Like a Graphic Designer & Art director i'm specialist to generate specific content for multiple advertiser platforms, social networks or web supports, as well as offline needs. High ability to motivate teams, planning and executing advertising projects. High English level. Comprehension and communication skills.



-  Elche (Alicante)
-  paulasegovia12@gmail.com
-  638 161 786
-  <https://paulasb.es>

FEATURED ABILITIES

Advertising Graphic Design
Art Directon
Retouch
Video Montage
Motion Graphics
UX / UI
Mailing Design
Presentations / Infographics

Oriented to achieve objectives and analyze results.

KNOWLEDGES

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
Adobe After Effects
Adobe Dreamweaver
Adobe XD

Wordpress
Prestashop
Shopify
Magento 1 & 2

Mailchimp
Klaviyo

EDUCATION

Art History Graduated
Universidad de Valencia

Audiovisual Content Master
Universidad de Valencia

Advertising Graphic Design Master
Euroinnova Business School

SENIOR GRAPHIC DESIGNER Shootings / Video Edition / Graphic Image

Tourism Valencia

Remote
2021 October -

- Responsible for planning the global aesthetic line.
- Shooting production management
- Planning and execution with the creative team advertising campaigns. Covering the fields of photography, retouching, video, audiovisual montage, graphic design.
- Product Design.
- Web design.

SENIOR GRAPHIC DESIGNER Shootings / Video Edition / Graphic Image

IBG - Illice Brands Group

Elche
2017 December - 2021 October

- Head of the Creative Team
- Responsible for planning the global aesthetic line of various brands.
- Strategy monitoring and execution of the content of these. Planning together with the Online Marketing Manager.
- Planning and execution with the creative team advertising campaigns. Covering the fields of photography, retouching, video, audiovisual montage, graphic design.
- Responsible for new online product launches at a visual level in collaboration with other header departments, like marketing manager or product sales manager.

GRAPHIC DESIGNER

Web / Graphic

CASIKA

Elche
2016 October - 2017 December

- Planning and execution of e-commerce project. Integrating brand image and usability.
- Responsible for configuring the wordpress platform for its launch.
- Creative Product Photography.
- Responsible for planning and general content for RRSS and online marketing campaigns.
- Responsible for Customer Service Team

JUNIOR GRAPHIC DESIGNER Graphic Design / Facebook & Google ADS

VINOPREMIER

Madrid
September 2015 - 2016 October

- Planning and creation of content for RRSS and Marketing campaigns.
- Maintenance and web modification based on different campaigns.
- Creation of Landing Pages.
- Planning and execution of Mailing campaigns with subsequent follow-up based on results.
- Head of Logistics and Customer Service team.
- Event organization.