

Karen Manrique

Portfolio: <https://karenmanrique.com/>

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Work Experience

Multimedia Graphic Designer

Sonshine Communications - Miami, FL

August 2022 to Present

- Create, design and develop products including logos, brochures, palm cards, newsletters, booklets, etc.
- Illustrate concepts by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Produce print-ready designs and web-ready graphic treatments.
- Create and implement various multimedia concepts and designs - including animation and video - for social and digital media platforms.
- Work closely with the agency team and communicate and work with the client and colleagues.

Graphic Designer

GlobalPro - Miami, FL

September 2021 to June 2022

- Responsible for all brand creative digital deliverables including email, social, web, advertising, and presentations.
- Managed all social media channels (Facebook, Instagram, YouTube, and LinkedIn) with a keen focus on growing overall presence, engagement and client procurement through relevant, engaging content.
- Designed marketing communication materials including social media posts, GIF animations, email campaigns, digital ads, logos, digital style guides, advertising campaigns, print materials, corporate presentations and more using programs including Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Premiere Pro, After Effects), Canva, and Giphy.
- Photographed and filmed trade shows and networking events.
- Edited videos for social media content.
- Wrote copy for marketing and social media materials.
- Updated company website in WordPress.
- Worked with the team to conceptualize new marketing ideas/concepts ideas to drive engagement and ensure content is created as needed.

Marketing Assistant - Graphic Design

Refricenter - Miami, FL

February 2021 to May 2021

- Designed HVAC sales flyers and promo materials using Adobe Illustrator, InDesign, Photoshop, and Canva.
- Responded to Facebook inquiries.
- Maintained website and Google My Business pages.

- Created email marketing campaigns using HTML.

Senior Customer Care Specialist

AnswerHero - Miami, FL

February 2016 to October 2020

- Managed account setups and changes in Tasterix and Startel call center software, Formstack, and Zapier.
- Resolved customer complaints and requests using Zoho Desk and ConnectWise CRM.
- Documented and standardized Customer Care operating procedures in Zoho Desk.
- Managed junior members of the Customer Care team.
- Created training material for call center agents using Zoho, Adobe CC, iSpring, and Microsoft Office Suite.

Marketing Assistant - Art Department

Higgins Premium Pet Foods - Opa-locka, FL

December 2018 to April 2019

- Assisted in the design of marketing and packaging materials using Adobe Illustrator, Photoshop, and Microsoft Office Suite.
- Updated the company website in Squarespace.
- Proofread product descriptions, ingredients, and instructions for accuracy.
- Invoiced and accepted payments from customers through Quickbooks.
- Provided customer service in-person and via email/phone.

Art Department Intern

Critical Thinking - Feature Film directed by John Leguizamo - Miami, FL

October 2018 to December 2018

- Assisted office film crew with props, set dressing, clearances, and quotes.

Education

Bachelor of Applied Science in Film, TV, and Digital Production

Miami Dade College - Miami, FL

January 2016 to December 2020

Associate in Arts in Chemical Engineering

Miami Dade College - Miami, FL

January 2013 to May 2015

Skills

- Microsoft Office Suite (10+ years)
- Adobe Creative Cloud (7 years)
- CRM (6 years)
- Spanish (10+ years)
- Video Editing (7 years)
- Video Production

- Adobe Photoshop
- Adobe Premiere Pro
- Logic Pro X
- Marketing (1 year)
- Adobe After Effects (2 years)
- Adobe Illustrator
- Photography
- HTML (5 years)
- Social Media Management
- Email Marketing
- Graphic Design
- Adobe InDesign
- Copywriting

Certifications and Licenses

Adobe Photoshop

December 2020 to Present

Adobe Premiere Pro

December 2020 to Present

Driver's License

November 2014 to October 2023

Assessments

Marketing — Expert

May 2020

Understanding a target audience and how to best communicate with them

Full results: [Expert](#)

Social Media — Expert

May 2020

Creating content, communicating online, and building a brand's reputation.

Full results: [Expert](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.