

# DANIELLA CAVALCANTI

CREATIVE ADVERTISING AND DIGITAL DESIGNER



## Contacts

- +1 (604) 781-5893
- info@daniellacavalcanti.com
- British Columbia, CA
- linkedin/in/daniellacavalcanti
- daniellacavalcanti.com

## Education

- 2023/2024**  
**Diploma in Digital Marketing, Social Media Professional Co-op**  
Greystone College, Vancouver - Canadá
- (2014/2018)**  
**Bachelor's degree in Social Communication with emphasis in Publicity and Advertising**  
Jorge Amado University, Bahia - Brazil

## Skills

- Portuguese native
- English (B2-CLB7)
- Teamwork
- Microsoft Office Expertise

## Softwares

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

## Certificates

- Storytelling Course Applied to Brand Management
- Social Media Marketing
- Digital Advertising Certified
- Google AdSense - Measurement, Display and Search Certification

## Professional Profile

Graduated in Social Communication, with emphasis in Publicity and Advertising in 2018, Daniella has been gaining work experience in her field since 2015. She also works as a freelance designer for public and private companies with different niches, having the opportunity to develop different skills. She specializes in developing content for social media, print and creating visual identities. Her favorite part of the job is helping her clients achieve easy, assertive communication.

## Professional Experiences

### Graphic Designer and Social Media Helper

Surrey Digital Printing | Surrey, BC / Canada

(04/2023 - Current)

- Used software such as Adobe Photoshop, Illustrator, and InDesign
- Creating engaging and visually appealing content for print and digital projects tailored to client specifications
- Ensured all materials were developed and delivered according to appropriate timelines
- Developed, designed, and produced technical illustrations for brochures, banners, and signs
- Managed advertisement, banner, and signage projects from concept to delivery
- Utilized editing and graphic design tools to create content and visuals for social media channels
- Contributed ideas during strategic and conceptual brainstorming sessions
- Participated in client and team meetings to determine requirements and visions for design elements
- Crafted custom illustrations and multimedia assets
- Prepared and proofed print files for a wide range of print applications
- Collaborated within a team environment to manage multiple projects efficiently
- Assisted with the creation and scheduling of social media posts
- Managed workflows from concept to completion using computerized systems to create digital files for output

### Diretor de Arte Freelancer

(Art Director Freelancer)

Mserv Health Group | Rio de Janeiro, RJ / Brazil

(06/2021 - 02/2024)

- Worked using Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Adobe Premier software
- Responsible for the visual creation, concepts and visual identity of more than 60 (sixty) institutional communication campaigns and pieces
- Responsible for creating promotional graphics for online (Google Ads and paid traffic) and offline (magazines, billboards, banners, flyers, etc)
- Worked on the graphic creation of printed materials of short videos for social networks
- Responsible for social media strategies to increase sales and brand awareness on various platforms (Facebook, LinkedIn and Instagram)  
Prepared the monthly calendar to manage online content





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## Professional Experiences

- Responsible for acting as the company's Social Media, creating content, designing layouts, scheduling posts, engaging and responding to the online audience through relevant comments
- Tracked social media metrics to determine audience growth rate, volume and reach, such as paid traffic monitoring and paid traffic promotion
- Developed and maintained the company's corporate image and identity
- Designed and edited promotional publications
- Created printed materials

### **Secretária de Saúde do Governo do Estado da Bahia - SESAB**

Graphic Designer at Communication Advisory

(Government of The State of Bahia Health Department - SESAB)

Salvador, BA / Brazil

(07/2018 - 12/2022)

- Use of Adobe Photoshop, Adobe Illustrator, and Adobe InDesign Software
- Responsible for creating art/layouts for more than 200 (two hundred) institutional communication campaigns/pieces
- Development of digital art pieces for social media channels (Instagram, Facebook, Twitter, Website) and printed pieces (business cards, banners, flyers, billboards, bussdors), guided by the client's needs
- Creating layouts for websites and applications
- Creating layouts for social media campaigns
- Communication and campaign planning for the company (visual materials, creative concepts, content and visual identity)
- Assistance at more than 10 (ten) institutional events
- Management and training of 3 (three) new interns for the company

Find more at: [daniellacavalcanti.com](http://daniellacavalcanti.com)