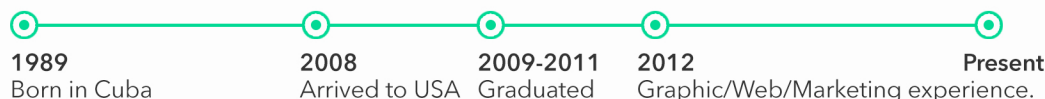




GRISEL MARTIN

web | graphic designer



PROFESSIONAL PROFILE

Bilingual Graphic/Web Designer & Email Marketing Developer with 7+ years of experience creating and maintaining attractive, and responsive websites. Clear understanding of modern technologies and best design practices. 4 years of experience creating and executing responsive email campaigns.

EDUCATION

CBT College, Miami FL (Graduated Feb 2011)
Associate Degree in Digital Graphic Design
GPA: 3.75/4.0

IPVCE Carls Marx, Cuba (Graduated Feb 2007)
High School Diploma in Science
Grade: 99.8/100

SKILLS



Photoshop	<div></div>	Ps
Illustrator	<div></div>	Ai
Dreamweaver	<div></div>	Dw
InDesign	<div></div>	Id
Wordpress	<div></div>	W
HTML & CSS	<div></div>	HTML CSS
Bootstrap	<div></div>	B
MS Office	<div></div>	W X P O

Additional Skills:

- Acrobat Pro
- Final Cut Pro & iMovie
- Oracle Endeca Commerce
- WooCommerce
- Constant Contact
- MailChimp
- Sales Force Marketing Cloud
- Cheetah Digital Marketing Suite
- Pardot & Listrak
- Email on Acid
- LiveClicker, MovableInk, Persado
- SEO

AREAS OF EXPERTISE

Responsive Web Design / Corporate Identity & Logo Design
Complete Business Stationary Packages / Product Photography
Photo Manipulation & Retouching / Video Editing.

Email marketing and deliverability best practices / Database concepts and customer segmentation / Troubleshooting HTML & CSS coding for email / U.S. CAN-SPAM Act Compliance

PROFESSIONAL EXPERIENCE

Oceania Cruises / Norwegian Cruise Lines LTD.

E-Mail Marketing Specialist

Sep 2018 - Present

- Design and implement direct email marketing campaigns & trigger programs.
- Proofread emails for clarity, grammar and spelling.
- Ensure mobile-friendly email templates.
- Upgrade email templates using graphics, personalization and advance features.
- Integration with creative platforms such as LiveClicker & MovableInk for a better and personalized consumer experience.
- Execute A/B tests on campaigns & collaborate with Marketing Analytics team.
- Analyze campaigns performance and suggest improvements.
- Ensure emails follow industry policies and best practices.

BrandsMart USA

Graphic Web Designer

Sep 2017 - Sep 2018

- Create email campaigns to market current sales for specific deadlines.
- Build responsive landing pages for company website.
- Code, design and update custom landing pages for brand vendors.
- Create graphics and implement code for web banners and emails.
- Creates eye-catching graphics for all major social media platforms.
- Facilitate communication between buyers and team to create advertising content for current sales.
- Participate in testing and troubleshooting code in the new website and emails.
- Converting & redesigning old formatted pages to new responsive layout.

GDI Technology, Inc.

Graphic Designer & Marketing Coordinator

Jun 2014 - Sep 2017

- Create numerous marketing materials (logos, brochures, flyers, ads, newsletters) and guaranteed that they exceeded the expectations of the company & clients.
- Manage multiple projects at a given time while under pressure to meet weekly deadlines.
- Maintain and update up to 4+ Websites.
- Create and execute email campaigns weekly.
- Coordinate and manage all trade shows.
- Manage social media pages of the company, including youtube channel.
- Work closely with printer for better deliverability on marketing materials.

Reagan Wireless Corp.

Graphic Artist & ESN Manager

Apr 2012 - Jun 2014

- Create numerous marketing materials (logos, brochures, flyers, ads, newsletters) and guaranteed that they exceeded the expectations of the company & clients.
- Manage multiple projects at a given time while under pressure to meet weekly deadlines.
- Maintain and update up to 2 Websites and company Blogs.
- Create and execute email campaigns weekly.
- Manage social media pages of the company, including youtube channel.
- Manage the ESN codes of every sales order.



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