



MARIA ISABEL ISERN

WEB & GRAPHIC DESIGN MARKETING EXPERT

CONTACT

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ADDRESS

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SKILLS

- **Marketing:** SEO, Social Media Campaigns, Google Ads, Funnel Management, Email Marketing (Mailchimp & Sending Blue), Call Tracking (CTM & Callrail)
- **Graphic Design & Multimedia:** UX web designs, Adobe Suite (Illustrator, Photoshop, After Effect, Lightroom, In Design, Audition), Canva Pro.
- **Web Design:** Wordpress, HTML, CSS, Bootstrap
- **Others:** Task Managers (Asana, Jira), Communications (Slack, G-suite, G-Voice), Web (Zero SSL, Cpanel, DNS Managers)

LANGUAGE

- English
- Spanish
- Italian

ABOUT ME

I have extensive experience designing and developing custom websites and making personalized marketing strategies to help my clients improve their sales and position them in the market.

Also, my passion for arts and design has pushed me to learn multiple techniques related to Graphic Design, Video Editing, and Photography.

WORK EXPERIENCE

Workbay LLC: Graphic Designer - Marketing assistant

Nov 2020 - Jul 2022

- Graphic design for their workbooks, Social Media, Email Marketing, Websites, and POP Material.
- Translation of educational videos and documentation.
- Email Marketing creation campaigns using Sendinblue.

Ophyra Marketing Group LLC: Graphic Designer and Web Developer

January 2018 - Oct 2020

- Email Marketing campaigns using Mailchimp.
- Graphic design and website development of more than 40 websites, including their website ophyra.com (Wordpress, HTML, CSS, Bootstrap)
- Social media Campaign and Social media Designs.
- Video editing in more than 25 projects using After Effect.

EDUCATION

UNIMET (Venezuela) 2013 - 2018

BA, Administrative Sciences.

UNIMET (Venezuela) 2008 - 2013

Production Engineering

UNIMET (Venezuela) 2015

Marketing and Sales Certification