

JOHANNA VILLARREAL.

Professional Profile

- Master's degree in Commercial Management and Marketing.
- Over 5 years of experience in digital marketing, design and communications in companies from Colombia, the United States and Germany.
- Experience in creating and developing digital marketing campaigns on various platforms, as well as communication strategies and brand development.
- Experience in creating and managing multidisciplinary teams and clients.

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 Located in Bogotá, Colombia
Born on: 25/10/1989 - Vienna, Austria
Age: 35 years old

I am a highly organized and efficient individual who thrives as a team player. I actively listen to my colleagues and confidently present my ideas to make valuable contributions. My outgoing personality complements my strong sense of responsibility and commitment to achieving shared goals. With robust interpersonal skills, I excel at building positive relationships and engaging effectively in various professional environments, including those related to graphic design and online marketing.

Education

1991 - 1993	1993 - 2008	2008 - 2014	2019
Kindergarten Maria Regina Schule Döblinger Hauptstraße 83 Tel.: +(43 1) / 368 7521 - 0 Vienna	Graduate Colegio Andino - Deutsche Schule Carrera 51 # 218 - 85 Tel.: +(57 1) / 668 4250 Bogotá	Bachelor in Graphic Design and Advertising Jorge Tadeo Lozano University Carrera 4 # 22 - 61 Tel.: +(57 1) / 242 7030 Bogotá	Master in Commercial Management and Marketing Eneb (Escuela de Negocios de Barcelona) C/ Llull 321-329, 08019 Tel.: +34 932 377 337 Barcelona

Languages



Certificates



Competencies

• Organisation	• Teamwork	• Leadership
• Tecnological tool management	• Ability to work under pressure	• Communication problem-solving

Achievements

- Led the formation of a marketing team comprising over three highly skilled professionals specializing in copywriting, graphic design, social media coordination, and video creation.
- Played a key role in securing a global client by creating and presenting digital strategies that led to significant sales increases of 15% and 20% for agencies.
- Introduced advertising formats on social networks such as Pinterest, Spotify, and Amazon Ads for clients who were not previously using these platforms, ultimately driving a 15% boost in client conversions and agency revenue.
- Led the successful implementation of advertising campaigns in more than 8 languages simultaneously, including Spanish, English, French, Russian, Arabic, Polish, and Albanian.
- Successfully executed the rebranding of three Colombian companies within a swift 6-month timeframe.

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Work Experience

May 2014 - April 2015

Refinancia S.A.S
Design Analyst

- Revamped and optimized the company's visual identity, enhancing brand recognition and attracting a wider audience through engaging design concepts and strategies.
- Played a key role in the development and promotion of the innovative financing product "LISTO PAGO A PLAZOS," crafting compelling visual materials and advertising campaigns that resulted in a significant increase in customer engagement and conversions.
- Spearheaded internal and external communications, leveraging creative design to effectively convey the company's message, resulting in improved brand image and heightened customer loyalty.
- Led the creation and execution of successful commercial campaigns, utilizing data-driven insights to refine advertising strategies, resulting in a notable increase in sales and market visibility.
- Collaborated with cross-functional teams, including copywriters, marketing specialists, and web developers, to ensure cohesive and impactful advertising initiatives, optimizing synergy and productivity to drive the company's marketing objectives.

Aug. 2015 - Dec. 2015

McCann Erickson
Web Designer

- Optimized digital advertising campaigns and social media presence, leading to a notable increase in user engagement and brand recognition through visually appealing and effective design strategies.
- Played a key role in providing design support during competitive bidding processes and the development of marketing strategies, contributing to successful client acquisitions and revenue growth.
- Designed a wide range of promotional materials, including publications, websites, and landing pages, achieving an improved user experience and conversion rates, ultimately enhancing the effectiveness of marketing initiatives.
- Collaborated cross-functionally with teams to ensure seamless implementation of design elements across various platforms, aligning efforts with marketing strategies and maximizing the visual impact of campaigns.

May 2016 - Dec. 2016

Wunderman
Midlevel Designer

- Spearheaded the creation of dynamic and engaging digital content for CODENSA (now ENEL), Colombia's largest energy company, encompassing a wide range of visual elements, including social media posts, animations, web page development, and layout design, resulting in an enhanced online presence and customer engagement.
- Collaborated closely in the formulation of brand strategy, contributing valuable design insights that played a significant role in defining and strengthening the company's identity, ultimately solidifying its position in the market.
- Led the development and execution of innovative social media publications, creating eye-catching visuals that effectively conveyed the company's message and values, resulting in increased brand recognition and customer interaction.
- Designed web pages that delivered an enhanced user experience, driving higher conversion rates and aligning the company's online presence with its strategic objectives.

Dec. 2016 - Oct. 2018

Colegio Andino - Deutsche Schule
Communications Coordinator

- Led the transformation of the visual identity, both internally and externally, resulting in a cohesive and appealing brand image, enhancing the company's reputation and stakeholder engagement.
- Effectively managed school translation processes, ensuring clear and accurate communication across diverse languages, ultimately facilitating smoother international collaborations.
- Spearheaded the creation of compelling advertising materials, crafting visually striking content that captured the essence of the organization and increased brand visibility.
- Orchestrated the development of multifaceted campaigns for various administrative and academic projects, utilizing data-driven insights to drive engagement and achieve project objectives. Additionally, managed websites and academic initiatives, ensuring seamless user experiences and successful program outcomes.

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Work Experience

March 2019 - Feb. 2022

Colegio Andino - Deutsche Schule
Graphic and
Audiovisual
Communications
Coordinator

- Elevated the internal and external visual identity and communications, reinforcing a consistent and compelling brand image that deepened stakeholder engagement and promoted a unified identity across the organization.
- Successfully managed the creation of digital and printed graphic materials, delivering visually appealing and effective design pieces that conveyed the school's message and values.
- Provided translation support and contributed to the effective management of school translation processes, ensuring accurate and clear communication for diverse languages and facilitating international collaborations.
- Spearheaded the development and execution of communications and campaigns for both administrative and academic areas, leveraging data-driven insights to enhance stakeholder engagement and achieve project objectives. Additionally, managed websites, technological platforms, and institutional products, optimizing the user experience and the effectiveness of the institution's offerings.

Feb. 2022 - Nov. 2023

DauHerkert
Digital Marketing
Specialist

- Proficiently managed online marketing campaigns on platforms such as Facebook, Google, and Amazon Ads, consistently achieving exceptional results that drove high revenue and client satisfaction.
- Successfully generated and implemented strategies that led to significant increases in client revenue and customer engagement, showcasing a track record of delivering impressive outcomes.
- Expertise in campaign management, optimizing ad spend, and audience targeting, resulting in the achievement of impressive ROI and cost-effectiveness for clients.
- Continuously stayed abreast of industry trends and best practices, ensuring that campaigns were at the forefront of online marketing innovation and effectiveness.