



# Anna Sala Mercade

## Graphic Designer & Social Media Marketing

### Personal Info

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#### WWW

<https://ducky-designs.com>

#### LinkedIn

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#### Instagram

[instagram.com/ducky.designs/](https://www.instagram.com/ducky.designs/)

### Skills

#### Graphic Design:

Photoshop, Illustrator, InDesign, Lightroom & Bridge

#### Web Design:

HTML, CSS, WordPress, Dreamweaver, Xd & SEO

#### Social Media:

Klear, Hootsuite (Certified), Hubspot (Certified), Google Analytics

#### Complementary:

Microsoft Office 365  
Organized, Communicative & Team Player

### Languages

English, Spanish, Catalan and Portuguese

Motivated and enthusiastic Graphic Designer with a passion for digital and print design. Strong background developing and implementing innovative marketing strategies and campaigns. Exceptional interpersonal skills with the ability to communicate effectively in several languages and work as a collaborative member of a team. Adaptable and flexible with proven aptitude for managing competing priorities in deadline-driven environments and a willingness to accept challenges with energy and enthusiasm.

### Education

#### 01 - 2016/ 05 - 2019 Southern New Hampshire University (SNHU), Manchester, NH

- Bachelor of Arts in Graphic Design; Minor in Social Media Marketing
- GPA: 3.94; Summa Cum Laude

### Experience

#### 06 - 2016/ Present Graphic Designer *07 de Gas - Clothing, Barcelona, Spain*

- Lead the design, development and implementation of the graphic, layout and production communication materials for the company.
- Oversee creative aspects of the team's events including creation of posters and merchandising t-shirts resulting in an increase of 40% in brand awareness.
- Design fashion equipment and clothing for motorbike racing by following brand standards and guidelines resulting in strong and cohesive brand image.

#### 02 - 2019/ 04 - 2019 Content Creator and Social Media Manager *Simply Thriving, Florida (Remote)*

- Created and executed content strategy to supply social media platforms with relevant, inspiring and engaging content that connects with target customers.
- Developed, designed, planned and executed media assets and campaigns for Facebook, Instagram and Twitter resulting in a 20% increase in sales.

#### 06 - 2018/ 08 - 2018 Community Manager & Web Designer - Internship *BrandBuzz S.L., Badalona, Spain*

- Designed new website for company implementation using PrestaShop, HTML and CSS.
- Communicated with other graphic designers to create quality content for the company's new website and social media.
- Increased brand awareness and social media presence by 120% in two months.

### Honors

- May 2019 Honorable Mention for the Bethel Woods Center for the Arts Peace, Love and Posters contest
- May 2019 Class of 2019 - Most Outstanding Student for the Graphic Design and Media Arts

### Leadership & Engagement

#### 2016 / Present Volunteer - *Jimmy Fund Walk Team*, Hampton, NH

- Design marketing materials to support walk team fund raising initiatives.
- Provide volunteer support for team events which have raised up to \$31K per year.

#### 01 - 2016/ 05 - 2019 Captain - *SNHU NCAA Division II Women's Tennis Team*

- Demonstrated leadership ability and communication skills by engaging, coordinating and working with players to achieve team goals.
- Balanced coursework and managed time successfully to participate as an effective team leader.
- Awarded *Player of the Week* - 2017, 2018, won *All-Conference First Team Doubles* - 2017, 2018 and won *Academic All-Conference* - 2018.

#### 08 - 2016/ 05 - 2019 SAAC Member - *SNHU*

- Provided insight on the student-athlete experience and offered input on enhancing the student-athlete experience.
- Promoted communication between campus faculty, students and student-athletes.

#### 01 - 2017/ 05 - 2018 Service Learning - *YMCA Teen Center*, Manchester, NH

- Volunteered at the YMCA Teen Center for a total of 30 hours engaging with teenagers.
- Supervised and supported 20-25 at risk teens working to improve their social skills through games, tutoring, physical activities, life skill and college readiness activities.