

# Anna Sala Mercade

## Graphic Designer

Motivated and enthusiastic Web Developer with a background on Graphic 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, USA**
- Bachelor of Arts in Graphic Design; Minor in Social Media Marketing
  - GPA: 3.94; Summa Cum Laude

### Experience

- 07 - 2021/  
Present
- Assistant Professor**  
Skylab Coders Academy, Barcelona, Spain
- Monitor and support over 20 students learning HTML, CSS and JavaScript from scratch.
  - Resolve doubts, issues and teach about Git, GitHub, HTML, CSS, SAAS, JavaScript, React, Node.js, API REST, Express, MongoDB and Mongoose.

- 03 - 2018/  
Present
- Freelance Graphic Designer**  
Ducky Designs - New Hampshire, Florida, Barcelona & Girona
- Produce detailed visuals, illustrations and advertisements specific to client requests for branding and marketing materials for over 5 clients.
  - Manage and complete multiple projects simultaneously while consistently meeting clients' deadlines.
  - Engage with clients to ensure visual concepts are within expectations and schedule meetings to review samples and discuss project progress.

- 04 - 2020/  
03 - 2021
- Web Developer**  
Volcano Grup - Girona, Spain
- Work as part of a team to design and develop web applications.
  - Meet with clients to effectively explain and communicate ideas and web features.
  - Follow policies and procedures related to application methods and quality standards at all times.
  - Effectively translate client requirements into application designs and system features.

- 06 - 2019/  
03 - 2020
- Media Coordinator & Social Media Specialist**  
Kala Marketing Group, Boynton Beach, FL
- Develop, design, plan and manage team to execute campaigns in accordance with customer's brand guidelines for digital and printed media.
  - Create marketing strategies and materials to drive clients' sales and social influence.
  - Design, execute and manage graphic and written content to supply social media platforms with relevant, inspiring and engaging assets to connect with target customers.

### Awards

- 05 - 2019
- Outstanding Student of the Year - Graphic Design and Media Arts Program, 2019
- 05 - 2019
- Honorable Mention - Bethel Woods Center for the Arts Peace, Love and Posters

### Leadership & Engagement


- 08 - 2016 /  
Present
- Volunteer** - Jimmy Fund Walk Team, Hampton, NH
- Design marketing materials to support walk team fundraising initiatives.
  - Provide volunteer support for team events which have raised up to \$31K per year.


- 01 - 2016/  
05 - 2019
- Tennis 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.


### Other Information of Interest


- 2013 - 2019
- Tennis instructor at Athletic Terrassa H.C., EPIC Matadepera, Coache's Academy, Hampton Beach Tennis & Delray Beach Tennis

### Personal Info


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 <https://ducky-designs.com>

 [linkedin.com/in/anna-sala/](https://www.linkedin.com/in/anna-sala/)

 [github.com/annasm07](https://github.com/annasm07)

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

### Skills

#### Graphic Design:

Advanced:  
Photoshop, Illustrator, InDesign,  
Lightroom & Bridge

#### Web Design:

Advanced:  
WordPress, Dreamweaver, Xd,  
Figma & SEO,

#### Frontend Development:

Advanced:  
HTML, CSS, SASS, JavaScript,  
React, React Native Git & GitHub  
Basic:  
View & Angular

#### Social Media Marketing:

Advanced:  
Klear, Hootsuite (Certified),  
Hubspot (Certified), Etus  
High:  
Google Analytics, SemRush,  
Search Console

#### Complementary:

High:  
Microsoft Office 365, Organized,  
Communicative & Team Player

### Languages

**Catalan:** Native  
**Spanish:** Native  
**English:** C1  
**Portuguese:** B1