

CARIDAD FERNANDEZ

Experience

GOOGLE

DESIGNER | JUL 2022-DEC 2022

Was selected for a global fellowship that let me work on the US Google Marketing team - underneath Devices and Services

+Google Pixel x Karol G — Collaborated with outside agencies and provided guidance for spots that were used on Youtube, Tiktok, Instagram and TV broadcast.

+Google Pixel Wallpapers — Sourced artists from around the world, assisted with selection process as well provided feedback and guidance to artist that aligned with brand brief while keeping artists integrity

+Google 2022 Keynote — Spearheaded this project for internal keynote which was later adapted for use on tv/online ads.

SPACE BAR DESIGNS

OWNER/CREATIVE DIRECTOR | JUL 2017-JUL 2022

+ Founder and lead designer at my own design agency

+ Worked with clients in real estate, beauty, fashion, food, fitness, tech and more

+ Communicate, present and pitch creative ideas

+ Brand development: building brand guides and consulting

+ Creative directing for campaign photo shoots

+ Content creation: social media graphics, video editing, GIFs, basic photography and animations

+ Email marketing: design layout, strategy, develop content ideas, and overall management

+ Development websites on Shopify, Editor X and Wix

+ Design graphics/framework for mobile apps

+ Work closely with vendors like print companies and event coordinators to align with brands needs

ALL FLORIDA PAPER

MARKETING MANAGER | MAR 2017- FEB 2018

+ Trained sales team of 30+ on the latest industry tools, strategies and technologies

+ Managed strategic planning, goal setting and organization of content calendar for marketing department

+ Development of brand awareness and online reputation

+ Content creation: graphics, video editing, and basic product photography.

+ Management and engagement for social media platforms, as well as track and analyze digital performance

Contact

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MIAMI, FL

Portfolio

CARIDADFERNANDEZ.COM

Education

BACHELORS IN
COMMUNICATION/
ADVERTISING
MINOR IN
INTERNATIONAL
BUSINESS

Florida International University
2015

Skills

ADOBE SUITE

Illustrator -- Expert

Lightroom -- Expert

Photoshop -- Intermediate

Premier Pro -- Intermediate

SITE

Shopify (e-commerce)

Editor X

Wix

LANGUAGES

English & Spanish

Interests

Technology

Foreign Cultures

Activism & Advocacy Work