

Valentina Paciello

Creative Designer & Content Creator | **Expert in Branding and Illustration**

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Let's connect:



Professional Summary:

As a creative designer and illustrator, I bring over seven years of valuable experience working in international environments across various B2C and B2B industries. My skillset combines innovative thinking, creativity, and a passion for teamwork, driven by a curiosity to deliver effective 360-degree marketing and design solutions. My approach to design is centered on unique and inspiring visual storytelling, adding value to both users and brands. I have a proven track record of developing and executing successful campaigns across diverse digital platforms, promoting growth within existing communities, encouraging user engagement, and driving traffic, awareness, and conversation. Throughout my career, I have consistently demonstrated an unwavering commitment to originality, quality, and attention to detail. I possess a keen ability to interpret and understand clients' needs, bringing their visions to life while incorporating a fresh perspective.

Experience:

Brand Project Creative Studio

Art Director, Founder | **Miami, Florida (2021 – Present)**

- Collaborated on projects for major international brands such as Bosch, FTX Arena, Inside Lines Podcast, Algonovabien Creative Agency, Oliver Agency, and more.
- Created brand identities for new or already consolidated companies based on a detailed analysis of the market, the objectives, and the company's expectations. This allows for the implementation of an ideal marketing and art direction strategy for the successful conceptualization of branding.
- Collaborated with brands worldwide to enhance their engagement, user experience, and sales by generating excellent content and powerful storytelling adapted to the company's objectives, insights, and personality.
- Developed editorial content plans in alignment with strategic priorities and commercial objectives.
- Generated creative concepts to foster user loyalty and attraction, creating powerful communities that support and enhance the brand's message and purposes.
- Followed up and analyzed the results of the content and campaigns to ensure the correct fulfillment of the brand's objectives.

Inspired Education Group

Iberia Creative Designer | **Madrid, Spain (2018 - 2021)**

- Part of the creative team of a leading global premium schools group that educates over 45,000 students across an international network of more than 64 schools on five continents.
- Conceptualized, created, and executed design content in the brand's voice, aligning it with the creative direction and supporting the brand's vision across various online and offline channels and formats, including websites, blogs, brochures, reports, product documentation, email marketing, billboards, events, videos, and social media.
- Formulated forward-thinking concepts and innovative content strategies for multimedia campaigns.
- Ensured that messaging and content effectively targeted specific audiences, maintained consistency in terms of style, quality, and tone of voice, and optimized search and user experience across all channels.
- Collaborated with the Marketing Team to support active promotions and campaigns by developing engaging visual content and designs aligned with the brand's voice and corporate identity.
- Led and directed external agencies to ensure timely and well-developed delivery of work, driving targeted traffic to our platforms.
- Adapted to working within a fast-moving environment and handling tight deadlines, ensuring timely and accurate work based on business needs and communication goals.

Smartketing Company

Creative Designer & Content Creator | **Puerto Ordaz, Venezuela (2016 - 2018)**

- Worked in a B2C environment across various market areas, including the food sector, event producers, medical professionals, franchises, and even personal brands and influencers.
- Managed the development and evolution of the brand's digital experiences, with a strong focus on exceptional visual design and alignment with business goals.
- Defined, implemented, and took ownership of the global content strategy, content calendars, and content designs for different digital platforms, especially social media, such as Instagram, Facebook, and Twitter.
- Developed resources, guidelines, and templates to create meaningful brand expressions.
- Collaborated and brainstormed with multidisciplinary teams, including copywriters, marketing managers, developers, and business leaders, to establish and uphold visual brand excellence for a wide range of design requirements.

Amarillo Creative Lab (formerly known as Mashup Agency)

Graphic Designer Artist | **Caracas, Venezuela (2015 - 2016)**

- Being part of a multidisciplinary digital agency responsible for transforming ideas into real-life strategies to connect brands with consumers in more efficient and creative ways.
- Developed a brief from creative concept through digital assets production and print-ready artworks.
- Worked collaboratively across departments within the Marketing Department and with various stakeholders to take ownership of projects and campaigns.
- Designed and delivered creative artwork for both print and digital channels, including advertising, social media graphics, web banners, emails, exhibition and event collateral, airport signage, and presentation materials.
- Communicated creative strategies and proposed solutions to effectively develop multimedia campaigns and events.

Education:

- **European Institute of Design IED Madrid** | Graphic and Digital Design Postgraduate Course.
- **Universidad Rafael Belloso Chacín** | Animation & Digital Video Semester Course, Marketing and Sales Semester Course.
- **Universidad Central de Venezuela** | Professional Community Management Course.
- **Universidad Católica Andrés Bello** | Bachelor's Degree on Marketing and Communication.

Languages:

Spanish (Native); **English** (Proficient, C1); **Italian** (Intermediate, B1).

Skills and Competencies:

- Proficient in Adobe Creative Suite, including Photoshop, InDesign, Illustrator, After Effects, and Premiere, for creating engaging and impactful visual content.
- Experienced in various design disciplines, including branding, illustration, motion graphics, and UX/UI design, to ensure effective 360-degree marketing and design solutions.
- Skilled in social media platforms, Microsoft Office tools, and remote team tools such as Notion, Microsoft Teams, Zoom, Slack, Asana, and Trello for seamless collaboration and communication.
- Proficient in web and online creation tools such as WordPress, G-Suite, Figma, Adobe XD, Canva, and ISSUU for developing and executing multimedia campaigns across diverse digital platforms.
- Highly skilled in time management and organization, enabling me to efficiently prioritize tasks and meet tight deadlines without compromising quality.
- Proven ability to work under pressure in a fast-paced environment, delivering timely and accurate work based on business needs and communication goals.
- An exceptional team player, with strong soft skills such as effective communication, active listening, empathy, and adaptability, fostering a collaborative and positive work environment.
- Highly creative and innovative, with a keen eye for detail, ensuring originality, quality, and attention to detail in every project.