

## Experience

### **Present • Freelance Branding & Creative Services**

Brand identity designer for profit and non-profit clients. Ensuring all creative and promotional materials conform to standards for consistency in visual identity, messaging and positioning.

Among my clients are; educational associations, governmental institutions, scientific projects, entertainment companies, art festivals, artists and scientist home pages.

### **2005-2008 • Creative Services Manager**

American Red Cross Bay Area Chapter, CA, USA

Responsible for delivering consistently high quality web and print materials for internal and external communications for six counties in the Bay Area, under time and budget constraints. Leading a diverse team to develop and produce our initiatives from the development of the strategy to the final product.

### **2004 • Sales Promoter**

Momentum Task Force, McCann Erickson, Madrid, Spain.

Sales representative for C&A Master Card.

### **2001-2003 • Graphic Designer**

Jungle Communications Inc. CA, USA

Focused on cultural adaptation for designing and publishing services targeted to foreign language markets in California. I worked with international translators and editors to customize the final product.

### **2000-2001 • Communications Intern**

Magazine El Publicista. Madrid, Spain

My job as a traffic specialist intern at the publishing industry, exposed me to the wide spectrum of the spanish communication business.

## Education

- B.A. Advertising and Public Relations, European University of Madrid, Spain.

### Postgraduate Courses

- Integrated marketing, HAAS Business School, UC Berkeley, CA.
- Integrated marketing communication in the global economy, UAF and ESIC.
- Motion picture industry, (UAF) University of Atlantic Florida and ESIC.
- SXSW, Austin, Texas.
- Teaching Spanish as a Second Language, Instituto Cervantes, Tel Aviv.

## Awards and Honors

First place Award- Best Annual Report Northern California. American Red Cross.

Awarded best sales representative honor, McCann Erickson.

## Languages

- Spanish - Mother tongue
- English - Fluent
- Hebrew & French - Basic

## Skills

User-centered design.

Desktop publishing Indo-European and Asian languages.

Corporate Organizational Tools (e.g. salesforce.com).

Web Programming Languages (e.g. CSS).

Adobe Creative Suit.

Microsoft Office.

Photography (Including formal education).

Current reading • The elements of color, The opposable mind, De la idea a la lengua.