



Marcela Garcés

Web & Graphic Designer

Efficient and self-motivated web & digital media designer with vast experience in graphic design, website building, and social media marketing. Adept at creating concepts that are both functional, and visually engaging, and also with a keen eye for translating design to responsive web development with pixel-perfect accuracy.

Contact

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407-963-4362

Email
hola@raizdesigns.com

Website
raizdesigns.com

Education

2008
Enter Your Degree
University/College

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University/College

Expertise

- UI/UX
- Visual Design
- Wordpress
- Front-End Development
- Meta Advertising
- Branding

Language

English
Spanish
Portuguese

Experience

2010 – Present

Raíz Designs – *Freelancer*

Web & Digital Media Designer

This is my personal freelance company. I specialize in branding, website building, and social media marketing. I have worked with a wide array of clients, from small business owners, to contract agency work.

2021 – 2023

Elar Institute – *Contract*

Senior Designer & Social Media Strategist

Worked with a great team on rebranding the company, rebuilding their website and upgrading their social media presence. Developed marketing ads and social media strategy that saw a great increase in students signing up for their programs. Also branded their sister company How of Happy, built their website from the ground up, and managed their social media/ads strategy.

2021 – 2023

Blenn Marketing Agency – *Contract*

Digital Marketing Strategist

I ran paid advertising lead acquisition and e-commerce strategies on Meta for medium to large clients. Also, ad promotion and creation, video, content writing, analysis and optimization, and graphic design.

2015 – 2017

Modernmeal – *Full-Time*

Lead Front-End Developer

I was in charge of developing the client-facing side of the Modernmeal meal-planning platform from the ground up. Modernmeal is a meal planning application for chefs and health professionals.

2013 – 2015

Knetik Media – *Full Time*

Junior Graphic & UI/UX Designer

I was part of the design and illustration process of several apps and programs that were developed at Knetik.

Reference

Tisse Mallon
Founder, Elar Institute

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