



# PAULA HENAO

GRAPHIC DESIGNER  
SOCIAL MEDIA /MARKETING

## PERSONAL INFO

BASED IN NEW YORK CITY

E-MAIL  
pauhenao@gmail.com

PHONE  
+718.300.44.83

LINKEDIN  
[www.linkedin.com/in/paula-henao-design/](http://www.linkedin.com/in/paula-henao-design/)

DIGITAL ART PROYECT PARTNER:  
[www.dariobol.co](http://www.dariobol.co)

PORTFOLIO  
[www.pauhenao.dariobol.co](http://www.pauhenao.dariobol.co)

My portfolio here:



## INTERESTS

**Social Media** Travels  
**Fashion Arts and crafts**  
**Films an T.V.** bloggers activities  
**Digital photography**  
**Meditation** life coaching  
**Digital Marketing Big Data**  
**Reading Storytelling**  
**Coffee lover**  
**Gastronomy**

## ABOUT ME

Senior graphic design specialist with more than 20 years of experience in managing graphic design projects from inception to execution in: brand management, logo design and layout design.

Extensive experience in executing digital marketing plans via digital ads and social media content. Coachable and passionate about collaborating with a team when working on projects. Exceptional attention to detail and effective time-management and problem-solving skills.

My organizational and administrative skills are strong assets that complement my professional activity. I am an amazing multi-tasker which is one of the skills I use in the opportunities I have had working in corporate events and projects for all types of clients.

I can handle any problem that arises on a project without losing my cool. Being quick is key in this industry and problem-solving quickly is necessary.

## SOFTWARE

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE INDESIGN

MICROSOFT OFFICE

## LANGUAGES



## SKILLS

Social Media and Digital Marketing

Logo + branding

Editorial design

Creative project manager

Creative Events planning

Communication Skills

## EDUCATION

**GRAPHIC DESIGN BACHELOR DEGREE**  
ENTIDAD UNIVERSITARIA DE BELLAS ARTES  
Cali, Colombia  
DEC 2000

**MASTER IN STRATEGIC MARKETING**  
UNIVERSIDAD DEL VALLE  
Cali, Colombia  
DIC 2005

**WORKSHOP SEMINAR: EVENT PLANNING, MARKETING AND LOGISTICS**  
Grupo Empresarial Elite Ltda.  
Cali, Colombia  
NOV 2005

**ADVERTISING PHOTOGRAPHY COURSE**  
Johnny Rasmussen Servicios Publicitarios  
Cali, Colombia  
DIC 1999

**ADVERTISING AND MARKETING COURSE**  
Escola Superior de Propaganda y Marketing  
Rio de Janeiro, Brazil  
DIC 1994

## TEACHING EXPERIENCE

2003 - 2011 **UNIVERSIDAD AUTONOMA DE OCCIDENTE**  
Cali, Colombia  
PART TIME PROFESSOR  
• Editorial design course  
• Print and pre-press process course

2005 - 2007 **UNIVERSIDAD DEL VALLE**  
Cali, Colombia  
PART TIME PROFESSOR  
• Branding course  
• Editorial design course  
• Print and pre-press process course

2015 **COLEGIO BOLIVAR**  
Cali, Colombia  
SUBSTITUTE TEACHER  
• Year book design process  
• Graphic design course (High school students)

## WORK EXPERIENCE



PAULA HENAO

GRAPHIC DESIGNER  
SOCIAL MEDIA /MARKETING

My portfolio here:



2021 - 2023  
New York City

**LATINO FILMS FESTIVALS: HFFNY, TAFFNY AND CORTOCIRCUITO NY**

- Graphic design and advertisement for events
- **Social media communications campaigns / digital marketing strategy**
- Hospitality special guests (filmmakers, writers, actors, etc)

**SOCIAL MEDIA MANAGEMENT - SIUDY GARRIDO FLAMENCO SHOW**

- **Managing a Facebook account for the promotion of the shows**
- Writing engaging content and following relevant groups and accounts.
- Identifying trending topics to create engaging content for target audiences
- **Creating and scheduling social media posts for each of the shows**
- Interacting with followers to increase ticket sales.

2022 - 2023  
New York City

2011 - 2021  
Cali, Colombia

**PAULA HENAO: STRATEGIC COMMUNICATION**

CREATIVE ENTREPRENEURSHIP / CORPORATE EVENT PLANNER

- Customer service - planning events
- **Graphic design and advertisement, corporate events**
- Project manager communications campaigns
- **Annuals Reports graphic design**

2002 - 2011  
Cali, Colombia

**TALLER CREATIVO LTDA (GRAPHIC DESIGN AND MULTIMEDIA AGENCY )**

ART DIRECTOR AND GRAPHIC DESIGNER

- Work team manager and print coordinator
- **Editorial graphic designer (magazines, newsletters, Books)**
- Communication concepts and creative ideas creator

1995-2012  
Cali, Colombia

**GRAPHIC DESIGNER**

CREATIVE AND DESIGN WORK FOR CORPORATE CLIENTS

- **Integrate campaigns, cross media marketing, retail, events.**
- Graphic design, print, creative concept
- **Project manager, public relations**

1988-1989  
Rio de Janeiro, Brazil

**INTERNSHIP MANCHETE T.V.**

PRODUCTION T.V. ASSISTANT

- Performing tasks of coordination and planning, budgeting, recording and **postproduction for the development of educational programs.**
- Manage and facilitate the human and technical resources necessary to achieve the objectives set.

## CLIENTS AND OUTSTANDING PROJECTS

COMMUNICATIONS CAMPAIGNS



EDITORIAL / GRAPHIC DESIGN



BRANDING



PROJECT MANAGEMENT AND PR / CORPORATE EVENTS

