

PERSONAL INFO

BASED IN NEW YORK CITY

E-MAIL pauhenao@gmail.com

PHONE +718 300 44 83

LINKEDIN in www.linkedin.com/in/paula-henao-design/

۲۲۲۰۰ DIGITAL ART PROYECT PARTNER: www.dariobol.co

PORTFOLIO 67 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 couching **Digital Marketing Big Data** Reading Storytelling **Coffee lover** Gastronomy

ABOUT ME

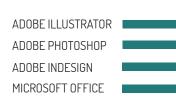
Senior graphic design specialist with more than 20 years of experience in managing graphic design projects from inception to execution in: brand management, logo design and layout design.

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



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

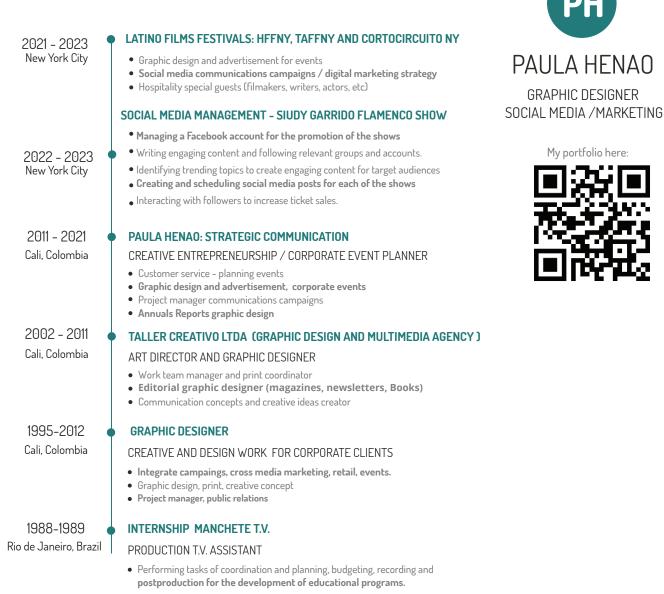
ADVERTISING AND MARKETING COURSE

Escola Superior de Propaganda y Marketing Rio de Janeiro. Brazil DIC 1994

TEACHING EXPERIENCE

2003 - 2011 Cali, Colombia	UNIVERSIDAD AUTONOMA DE OCCIDENTE 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 Cali, Colombia	COLEGIO BOLIVAR
	SUBSTITUTE TEACHER
	 Year book design process Graphic design course (High school students)

WORK EXPERIENCE



 Manage and facilitate the human and technical resources necessary to achieve the objectives set.

CLIENTS AND OUTSTANDING PROJECTS

