

# DANIELLA CAVALCANTI

CREATIVE ADVERTISING AND DIGITAL DESIGNER



## Contacts

- +1 (604) 781-5893
- info@daniellacavalcanti.com
- Delta, British Columbia
- linkedin/in/daniellacavalcanti
- daniellacavalcanti.com

## Education

- (Jan/2023/ 2024)*  
**Diploma in Digital Marketing, Social Media Professional Co-op**  
Greystone College, Vancouver - Canadá
- (2014/2018)*  
**Bachelor's degree in Social Communication with emphasis in Publicity and Advertising**  
Jorge Amado University, Bahia - Brazil

## Skills

- Portuguese as mother language
- English level equivalent to an B2
- Teamwork
- Microsoft Office Expertise

## Softwares

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

## Certificates

- Storytelling Course Applied to Brand Management
- Social Media Marketing
- Digital Advertising Certified
- Google AdSense - Measurement, Display and Search Certification

## Professional Profile

Graduated in Social Communication, with emphasis in Publicity and Advertising in 2018, Daniella has been gaining work experience in her field since 2015. She also works as a freelance designer for public and private companies with different niches, having the opportunity to develop different skills. She specializes in developing content for social media, print and creating visual identities. Her favorite part of the job is helping her clients achieve easy, assertive communication.

## Professional Experiences

### Graphic Designer and Social Media Helper

Surrey Digital Printing | Surrey, BC / Canada

*(04/2023 - Current)*

- Art direction of graphic and digital pieces, oriented for client's needs.
- Generated digital image files for use in digital and traditional printing.
- Developed, designed, laid out and produced variety of technical illustrations for brochures, banners and signs.
- Directed advertisement, banner and signage projects from concept to final delivery.
- Used editing and graphic design tools to create content and visuals for social channels.
- Contributed ideas during strategic and conceptual brainstorming sessions.

### Art Director (Freelancer)

Mserv Health Group | Rio de Janeiro, RJ / Brazil

*(06/2021 - 02/2024)*

- Created more than 60 campaigns and pieces of institutional communication
- Responsible for social media strategies to increase sales and brand awareness across multiple platforms.
- Prepared monthly calendar to manage online content.
- Tracked social media metrics to determine audience growth rate, volume and reach.
- Engaged with and responded to online audience through relevant comments.
- Utilized Instagram, Linked and Facebook to promote products, services and content.
- Developed the design and content for landing pages.
- Built and maintained corporate image, brand and identity.
- Designed and edited promotional publications.
- Created and optimized promotional publications and related materials.

### Designer Director

SESAB (Health Secretary Organ for the State of Bahia) | Salvador, BA / Brazil

*(07/2018 - 12/2022)*

- Responsible for art direction in more than 200 campaigns/pieces of institutional communication.
- Designed digital pieces for the social media channels and print pieces, oriented for client's needs.
- Layouts Creation for Websites and Landing Pages.
- Managed and trained three new interns for the company.
- Planned campaigns during 4.6 years.
- Worked with assistance in more than 10 institutional events.

Find more at: [daniellacavalcanti.com](http://daniellacavalcanti.com)