DANIELLA CAVALCANTI

GRAPHIC DESIGNER | PREPRESS SPECIALIST

Contacts

+1 (604) 781-5893

daniellacavalcanti03@gmail.com

British Columbia, CA

linkedin/in/daniellacavalcanti

daniellacavalcanti.wixstudio.com/designer

Education

- (Feb 2023 – Sep 2024)
  Diploma in Digital Marketing, Social Media Professional Co-op
  Greystone College, Vancouver, BC / Canada

- (Jun 2014 - Jul 2018)
  Bachelor's degree in Social Communication with emphasis in Publicity and Advertising
  Jorge Amado University, Salvador, BA / Brazil

Skills

- Portuguese — Native
- English — CLB 9 (CELPIP Certified)
- Teamwork
- Microsoft Office

Software

- 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

Graphic Designer with over 10 years of experience in visual communication, advertising, and print production, serving both public and private organizations. Since 2022, I have also been running DCavalcanti, my independent creative studio, providing design solutions to over 50 businesses worldwide.

I specialize in prepress, visual identity, and digital content creation, combining creativity, technical expertise, and attention to detail to deliver effective visual communication solutions, from concept development to final production.

Professional Experiences

Marketing & Graphic Communications Specialist
Surrey Digital Printing | Surrey, BC / Canada
(Apr 2023 - May 2026)

- Created visual communication materials for print production, advertising campaigns, marketing initiatives, signage, banners, brochures, and digital projects.
- Managed graphic design and print production projects from concept development through final delivery.
- Prepared, preflighted, and proofed production-ready files, ensuring colour accuracy, formatting consistency, and compliance with printing specifications.
- Developed layouts, technical illustrations, branded materials, and visual assets for standard and large-format printing.
- Created digital content and visual assets for social media and marketing initiatives.
- Collaborated with clients, management, and production teams to coordinate projects, meet deadlines, and maintain quality standards.

Freelance Art Director | FABAMED
(Foundation for Research and Extension in Healthcare)
Salvador, BA / Brazil
(Apr 2024 - Present)

- Developed institutional communication campaigns and visual assets for the organization's website and social media channels.
- Designed business cards, brochures, and other internal communication materials, including print-ready file preparation.
- Created recruitment materials and visual layouts for job postings.

Art Director Freelance
Mserv Health Group | Rio de Janeiro, RJ / Brazil
(Jun 2021 - Feb 2024)

- Developed creative concepts, visual identities, and graphic assets for over 60 institutional communication campaigns.
- Designed promotional materials for digital and traditional media, including
- Google Ads, magazines, billboards, banners, and flyers.
- Created visual assets for printed materials and video content for social media platforms.

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Professional Experiences

- Developed social media strategies and content to support brand awareness and audience engagement across Facebook, LinkedIn, and Instagram.
- Planned and organized monthly social media content calendars.
- Managed social media accounts, including content creation, post scheduling,
- and community engagement.
  Monitored social media performance metrics, audience growth, reach, and
- paid advertising campaigns.
  Maintained the company's corporate visual identity across communication
- channels.
- Designed and edited promotional publications and print materials.

Graphic Designer at Communication Advisory
(Government of the State of Bahia - Health Department - SESAB)
Salvador, BA / Brazil
(Jul 2018 - Dec 2022)

- Developed creative concepts and visual communication materials for over 200 institutional campaigns and initiatives.
- Designed digital and print materials, including social media content, website assets, business cards, banners, flyers, billboards, and bus advertising.
- Created layouts for websites, digital platforms, and social media campaigns.
- Contributed to institutional communication planning, campaign development, and visual identity.
- Produced graphic materials aligned with organizational objectives, communication guidelines, and audience needs.
- Supported the planning and execution of over 10 institutional events.
- Trained and mentored three new interns, supporting team development and daily workflow coordination.

Find more at: https://daniellacavalcanti.wixstudio.com/designer