

ISABELLA GIORDANELLI

About me

Professional experience

Senior Graphic Designer
Noval Properties
Sep. 2023 - May 2026

**Graphic Designer
(Intern & Junior)**
S/Cavoli
Jan. 2017 - 2023

**Freelance Graphic
Designer**
Studio Ninety Agency
Mar. 2023 - Oct. 2023

**Communications &
Design Intern**
Editec
Sep. 2016 - Dec. 2016

Graphic Designer

Santo Domingo,
Dominican Republic

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Senior Audiovisual Communicator and Graphic Designer with 7+ years of experience in visual strategy, brand identity, and digital marketing campaigns. Specialized in developing high-impact creative solutions for the luxury real estate and commercial sectors, aligning design with business objectives.

- Conceptualized and developed comprehensive corporate and advertising materials for high-end real estate projects.
- Designed brochures, premium presentations, flyers, and promotional materials (both digital and print) for events and international conferences.
- Created strategic, high-performing visual content for social media and targeted advertising campaigns.
- Led the development of visual identity proposals and logo designs for new internal company projects.
- Managed the end-to-end creative process, overseeing and executing graphic materials for corporate events, social media, corporate gifts (gifting), and customized packaging.
- Designed innovative packaging and product presentation layouts that enhanced brand perception and customer engagement.
- Coordinated creative workflows and production timelines for omnichannel marketing campaigns and promotional events.
- Designed and structured institutional brochures and editorial layouts for educational organizations.
- Developed printed and digital visual assets for high-profile charity events held in New York City.
- Wrote website articles and created content focused on commercial brands' social media platforms.
- Collaborated in developing strategic communication proposals to improve clients' market visibility and brand positioning.

Education

Bachelor's Degree in Social Communication (Audiovisual Concentration)
PUCMM, República Dominicana (2013 - 2017)

High School Diploma in Science
Lycée Français de Saint-Domingue (1997 - 2011)

Courses and Certifications

Social Media Design
Altos de Chavón

Audiovisual Editing
Altos de Chavón

Visual Brave
Brave Escuela de Ideas

Logo Design
Domestika

Languages & Skills

Languages
Spanish
French
English
Italian

Tools
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma

Productivity & Systems
MS Office
Windows
Mac OS