

Conrado Herrera

Digital Artist | Motion Graphics Designer | Social Media Manager | Brooklyn, NY

Contact Information:

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Professional Summary

Highly skilled and results-driven Digital Artist with over 6 years of experience in digital marketing. Proficient in creating visually engaging content for various digital platforms. Demonstrated expertise in Adobe Creative Suite, Cinema 4D, and managing multiple projects simultaneously while meeting tight deadlines. Passionate about continuous learning and staying up-to-date with industry trends.

Skills

Technical Skills:

- **Design & Motion Graphics:** Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere, Maxon Cinema 4D, Unity 3D
- **Web & Content Management:** WordPress, Elementor, Figma
- **Social Media Management:** Hootsuite, Google Ads, Meta Ads
- **Languages:** Fluent in English and Spanish

Soft Skills:

- Effective Communication
- Time Management
- Creativity
- Team Collaboration

Professional Experience

Social Media Manager

Hernan Prada Hair, 2021-2023

- Created and managed content for social media channels, increasing brand engagement.
- Directed weekly email marketing campaigns, enhancing customer retention and interaction.
- Captured on-site photos and videos of customers to maintain an authentic brand presence.
- Utilized AI tools to create compelling visual content, emphasizing the salon's eco-luxe focus.
- Crafted newsletters using ChatGPT, leading to a 30% increase in engagement

Digital Manager

LOCH Marketing, 2017-2022

- Managed digital marketing campaigns targeting national and international audiences
- Led a team to develop and execute strategic marketing plans, driving 20% revenue growth and enhancing brand awareness in diverse markets.
- Website Development, Content Creation, Motion Graphics Design and Video Editing.

Digital Artist

Carolina Razo (carolinarazo.com), 2020-2023

- Designed and developed a comprehensive website, increasing user engagement by 30% and ensuring a seamless user experience.
- Created visually engaging eBooks, email campaigns, webinar slides, and social media content, contributing to a 40% increase in client engagement and business growth.

Digital Artist (Volunteer)

"El Cronista Juan José" Digital Magazine, Salamanca, Guanajuato, Mexico, 2019-2020

- Collaborated with a team of volunteers to digitalize and share historical content from old journals and letters collected by the chronicler Juan José.
- Created visually compelling images and animations for the magazine's social media profiles, increasing engagement and bringing local history to a wider audience.

Education

Bachelor of Digital Arts

University of Guanajuato,
2016-2022

Relevant Coursework: Advanced Graphic Design, Social Media Marketing, Motion Graphics Design, Unity 3D, C++, Cinema 4D, 3D Modeling.