



Sandra Vaz Melús

Journalist / Creative Art Director / Online & Offline

Today
Nov 2018

Creative Art Director / Digital Marketing

Porto Brazil www.portobrazil.net

Brand content: Photography, photo retouching, advertising campaigns, creative development concept and full content in English and Spanish. Newsletter, survey forms, banners, landing pages... Sponsorship at Mad Cool 2019 event management, influencers organizer, merchandising, visual continuity for social media.

Digital Marketing: Community management, Facebook Ads and Google Ads around Fb Business Manager and Google Merchant Center. Brand's E-Commerce in Shopify, catalogue creation and URL feed, CMS files for different online market places such as Staylight, Villoid or Zalando.

Nov 2018
Sep 2017

Art Director

Grupo Clece www.clece.es // laboralmad.es

Creative Events: Graphic Design, concept creation, development and prepress for branding, full corporate branch in the UK and Spain. Laboral MAD Job Trade Fair held at Chamartín Train Station in Madrid creating all identity development and html website, laboralmad.es. Graphic pieces for different events organized by the company as Premios Compromiso in Teatros del Canal.

Sep 2017
Jan 2015

Creative Art Director

Fragma www.fragma.es

Creative Advertising - Communication: Planning, creation and development of the different graphic and web design projects. Content management, creative ideas, packaging, offline and online publicity campaigns.

Marketing Strategies: The company is a Xerox partner that gives online advertising campaign services with XMPie software, with my HTML5, CSS3 and Indd knowledge I managed to create every part of the process. A perfect creative and innovative Marketing Strategy combination.

CLIENTS: Ayto. de Madrid, MSD, Ineco, Airbus, KPMG, Deloitte, Ecovidrio, etc.

May 2014
Jan 2011

Creative Graphic and Web Designer

Lilo Frey Comunicación www.padelcontraelcancer.com

Advertising: Creation, planning, execution and monitoring the agency's media actions. Online and offline design project development, concepts, ideas, proposals, full ad campaigns development, impact follow-up, website development, banners, interactive landing pages, SEO, RWD.

CLIENTS: Jeep, Pretty Ballerinas, iKasa, Casio, Aecc.

Dec 2010
Jun 2008

Graphic Designer

Agüita www.aguita.net

Advertising: Brand development, identity, catalogues, labels, clothing design, visual merchandising, marketing strategies and impact.

Sports Events: in The Canary Islands, creating promotional garments, sponsorships and customer relationships.

May 2007
May 2005

Journalist / Account Manager

Quintagama Comunicación www.ondacero.es/programas/gente-viajera

Communication: Online and offline articles, press releases, copywriting, radio scripts for Genteviajera, update and research for new clients, web & blog content management, newsletters, mailing, banners, microsites..

Promotional and Strategic Marketing: wine testing event through Cena de los Sentidos, getting a resounding sales success.

CLIENTS: Hotel Cándido, Finca Allende, Genteviajera (Onda Cero), Occidental H&R



Profile (07/06/1981)



Las Rozas, Madrid



620 301 523



sv@sanvaz.com



www.sanvaz.com



Languages

English: Certificate in Proficiency English (CPE, Cambridge)

French: Escuela Oficial de Idiomas (NB1, Madrid)



Software



Onsite & Offsite SEO,
FB Business Manager
Google WebMasterTool,
Analytics, Trends, Ads,
Shopping, Merchant
Center...

Visual Communication 1

Decisive, creative but disciplined 2

Trust and satisfaction
Loyalty and motivation 3

Be remembered
Branding Identity 4

Teamwork - Understand the goals and commitment to attaining them 5



Education

Apr 2013
Jun 2012

Aula Creativa (Mad, ES)
Master's Degree in Web Development

Jun 2008
Jun 2007

Media Design School (Auck, NZ)
Master's Degree in Graphic Design

Jun 2004
Jun 1999

Universidad San Pablo CEU (Mad, ES)
Bachelor Degree in Journalism



Skills

MEDIA: Documentation, writing, communication and content management, copywriter.

OFFLINE: Creativity, imagery, concept, ideas, feasibility, prepress.

ONLINE: E-commerce, Wordpress, HTML5, CSS3, SEO, Digital Marketing, viral impact and strategies.

ALSO: Photography, translation, focus on detail, full campaign development, printing finishing & binding.

Hobbies

