

# Catalina Zambrano

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## Professional Summary

Creative and results-oriented Graphic Designer with 10+ years of experience in branding, digital marketing, and content creation—plus a strong foundation in fashion design. Known for visual storytelling, building design systems, and executing cohesive campaigns across digital, print, and social platforms. Skilled in leading brand transformation projects, supporting B2B and B2C campaigns, and collaborating cross-functionally. Brings a unique creative lens shaped by prior experience in fashion and art direction for luxury, retail, and lifestyle brands.

## Skills

**Design Tools:** Adobe Creative Suite, Figma, Framer, Canva, CapCut

**Marketing:** Social media strategy, email marketing, CRM integration, campaign design

**Web & UX:** Landing pages, WordPress, HTML email (modular), responsive design

**AI Integration:** ChatGPT, Adobe Firefly (content generation, image enhancement)

**Languages:** English (Fluent), Spanish (Fluent)

## Professional Experience

**Converge IoT** – Coral Springs, FL

*Marketing & Creative Manager* | Feb – June 2025 | Full-time

- Designed flyers, sales presentations, and catalogs to support wireless product launches
- Built eCommerce and landing pages integrated with Zoho CRM to streamline lead capture
- Produced B2B/B2C content for social, email, and digital campaigns
- Led white-label router packaging design from creative concept to manufacturing sourcing

**James Ross Advertising** – Pompano Beach, FL

*Marketing Graphic Designer* | Nov 2024 – Feb 2025 | Full-time

- Designed creative campaigns for luxury yacht clients: social media, landing pages, and digital ads
- Built modular HTML-style emails using HubSpot for client marketing
- Maintained brand alignment across print and digital platforms using Figma, Adobe Creative Suite, and Canva

**Chetu, Inc.** – Sunrise, FL

*Visual Analytics Specialist – Senior Designer* | Mar 2024 – Nov 2024 | Full-time

- Redesigned outdated sales presentations into modern, branded PowerPoint decks
- Created infographics, ebooks, and web assets supporting enterprise marketing campaigns
- Built ABM landing pages, banners, and sales visuals using Figma and Adobe tools
- Introduced visual standards that became templates for future design initiatives

**Body Details – True Laser Specialists** – Boca Raton, FL | Full-time

*Creative Director* | Jul 2022 – Oct 2023

*Graphic Designer & Social Media Manager* | Feb 2021 – Jul 2022

- Designed a virtual consultation sales deck in Canva that doubled bookings and spend
- Led social and email content strategies, increasing engagement by 40%
- Created monthly lead-gen campaigns, signage, and digital visuals
- Ensured brand cohesion across in-clinic, digital, and B2C touchpoints
- Revamped post-COVID social strategy, improving conversion from uncontacted leads
- Managed daily social content and optimized email performance via CRM-integrated design

**Republica Havas – Miami, FL**

*Graphic Designer* | Sep 2020 – Jan 2021 | Full-time

- Created branded digital visuals for Baptist Health campaigns
- Delivered graphics aligned with medical industry brand compliance standards

**Florida Equities – Hollywood, FL**

*Digital Marketing Specialist* | May 2020 – Sep 2020 | Full-time

- Designed digital property listings, flyers, and social content for real estate promotions
- Developed a visual strategy to increase online engagement and audience reach

**NCCI Holdings, Inc. – Boca Raton, FL**

*Graphic Designer / Photographer* | Oct 2018 – May 2020 | Contract

- Delivered creative for internal communications, town halls, and executive events
- Provided high-quality photo retouching, catalog graphics, and event marketing visuals

**Fortune International Group – Miami, FL**

*Graphic Designer* | Jul 2019 – Aug 2019 | **Creative Circle** – Contract

- Designed marketing assets for luxury developments, including The Ritz-Carlton Residences, Missoni Baia, Una Residences, and others
- Produced digital brochures, social visuals, and retouched photography for high-end real estate

**Burson-Marsteller (FedEx) – Miami, FL**

*Graphic Designer* | Jun 2019 | **Creative Circle** – Contract

- Designed executive PowerPoint presentations for the FedEx Latin America & Caribbean Summit
- Ensured brand consistency and high-level visual storytelling

**Monat Global – Doral, FL**

*Graphic Designer / Photographer* | Aug 2018 – May 2019 | **Creative Circle** – Contract

- Produced social graphics, event visuals, and tradeshow signage
- Retouched product photos for the "Only for You" line used across digital campaigns

**Olympus Marine Group – Hollywood, FL**

*In-House Graphic Designer / Brand Manager* | Sep 2017 – Mar 2018 | Full-time

- Created brand identity systems for multiple marine companies
- Managed booth design, signage, and digital content for industry trade shows

**Broward College – Student Life Dept. – Davie, FL**

*Graphic Designer* | Apr 2015 – Sep 2017 | Full-time

- Designed over 300 event visuals: posters, flyers, and digital displays
- Produced fast-turnaround designs to support student engagement and campus events

**Education**

Associate in Graphic Design – Broward College

Associate in Fine Arts – Broward College

Design and Architecture Senior High School - Fashion Design Dual Enrollment Program

Social Media Management Certificate – Hootsuite Academy

Google UX Design Certificate – Coursera (In Progress)