

Mariana Dávila

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LINKS

[Portfolio](#)

[LinkedIn](#)

EDUCATION

Bachelor's Degree in Graphic Design | 2021 - 2025

UNITEC

Bachelor's Degree in Audiovisual and Advertising Communication | 2021 - 2025

UNITEC

PROFESSIONAL EXPERIENCE

Marketing and Communications Assistant | April 2025 — May 2025

AEF Bilingual Schools

- Collaborate on the design and programming of visual content for four educational brands.
- Create visual assets for school campaigns, family engagement, and brand consistency.
- Promote communication strategies, helping to increase parental participation in events and on social media.

Brand and Visual Support Designer | February 2024 — June 2024

CIAM HN

- Design and develop CIAM's comprehensive brand identity, including the logo and style guide, using Adobe Illustrator, Photoshop, and Canva.
- Editable templates were provided for social media, brochures, and advertising purposes.
- Collaborate during the launch phase to ensure consistent brand implementation.

Content Producer and Social Media Manager | February 2024 — June 2024

Galé Beauty Studio

- I designed visual materials and managed the Instagram grid and stories using Canva and CapCut.
- Develop a style guide to ensure brand consistency across all featured publications and covers.
- Develop programming and content flow for promotional materials that reached a broader audience.

Social Media and Branding Specialist | February 2024 — March 2024

Franco's Pizza

- Develop a comprehensive brand identity from the ground up, encompassing the logo, visual language, and tone.
 - Plan and generate content for Instagram and TikTok tailored to the food sector.
 - Design and manage content using Canva, Illustrator, and CapCut, achieving an estimated 20% increase in post engagement during the campaign period.
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PROJECTS

Technical Production Team Promotional Video | September 2024

Day Art Music Studio

- Contribute to the technical realization of a promotional video for the study.
 - I support the audiovisual production of the Rubato Jazz EP, highlighting the recording process.
 - Collaborate on camera setup, lighting, audio synchronization, and editing preparation using Premiere Pro and After Effects to ensure high-quality delivery.
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VOLUNTEER EXPERIENCE

Departments of Pediatrics, Maternity, and Children with Cancer | 2012 - 2019

Hospital Escuela

I support donation initiatives and visits to hospitalized children and mothers, promoting empathy and developing strong interpersonal communication skills.

SKILLS

Techniques

Adobe Creative Suite Canva
Capcut Social Media Content
Creation

Basic HTML and
CSS Photography
Videography
Art Direction

Commingle

Teamwork
Adaptability
Communication
Organization

Responsibility
Collaboration