

# WORK

April 2023 - Present

## Brand and Graphic Design Manager

FullFrame / Merida, Mexico

Create brand identities and design content with Illustrator, Premier Pro and Photoshop.

August 2021 - December 2022

## Retail Sales Associate

IKEA / Philadelphia, US

Sales consultant on IKEA product line.

January - July 2021

## Business Development / Marketing Manager

Navarro & Associates / Miami, US

Made a sales cycle and playbook, while generating presentations and marketing material for industrial AI Platform

January 2018 - February 2019

## Retail Sales and Marketing Manager

Pescanova USA / Miami, US

Created a new brand - Seafood Tapas - with new products and graphic line - sold and managed key accounts for newly formed retail division.

December 2016 - December 2017

## Client Success Manager

talentReef / Denver, US

Customer advocate for talentReefs HRIS Software platform.



# RESUME

## Andres Navarro

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Driven by a passion for creativity and innovation, I bring a versatile skill set encompassing sales, advertising, marketing, and design. With a conceptual mindset, I specialize in crafting ideas, strategies, campaigns and designs that ultimately transform brands. My approach is anchored in the pursuit of making fun, artistic, and emotionally engaging connections in order to drive business success.

# EDUCATION

2023-2024

## Fullframe Academy Certificate

Digital Marketing / Strategy - Tiktok & Meta Ads

2019-2021

## Miami Ad School / Miami, FL

Art Direction - Social Media & Digital

2012-2014

## University of Richmond / Richmond, VA

B.A Politics, Philosophy, Economics and Law

2010-2012

## Drexel University / Philadelphia, PA

Business Co-op Program

# LANGUAGES

**English - Native**

**Spanish - Fluent**

**Portuguese - Conversational**

# SKILLS

## Computer:

Excel, Word, Powerpoint, Canva, Google Docs

## Adobe:

Premier Pro, Illustrator, Photoshop, Lightroom

## Design:

Idea & Visual Communication  
Storyboard & Typography  
Content Creation  
Design Principles & Execution

## Branding:

Ideation & Logo Creation  
Strategic Storytelling  
Building Client Identity

## Advertising:

Research  
Promotion  
Art Direction  
Campaign Management

## Marketing

Digital Marketing - Tiktok & Meta Ads  
Strategy / Analysis  
CRM & Marketing Automation  
Social Media

## Sales

Lead Generation  
Playbook Development  
Sales Presentation  
Client Management  
Client Relations

# PERSONAL

## Sports

Basketball  
Tennis  
Soccer  
Gym

## Hobbies

Painting  
Photography  
Music & Podcasts  
Kitesurfing

## Travel - where I've studied and worked

United States  
Spain  
Mexico  
Ireland  
Brazil