

GIULIA F. MCFADDEN

Graphic Design | Digital Marketing

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EXPERIENCE

GRAPHIC DESIGNER | CUSTOMER SERVICE & SOCIAL MEDIA MANAGEMENT

THINK PRINT DESIGN - GRAPHIC DESIGNER

March 2023 - (Current) Wexford. Remote.

I am currently a graphic designer, creating logos, brochures, flyers, booklets, banners, and other marketing materials. I have experience in client relations, understanding their needs, and recommending the most effective solutions. I maintain in-depth knowledge of the company's products to ensure tailored options for clients and manage quotation information efficiently. Additionally, I oversee the company's social media channels, creating content and engaging with the audience.

AS A GRAPHIC DESIGNER AND WED DESIGNER

BRAINSTORMEDIA

October 2022 - March 2023 (Donegal)

As a Graphic Designer and Digital Marketer, I create visually stunning logos, websites, and social media content for clients. I help companies to update their online presence through social media platforms and websites using inbound marketing and SEO. My skills include graphic design, inbound marketing, SEO, and social media management.

AS OFFICE ADMINISTRATOR

FARMER BROWNS

August 2020 - September 2022 (Dublin)

I create and manage engaging content for social media platforms, including Instagram, Facebook, and LinkedIn, while designing visuals tailored for campaigns. I also prepare and analyze digital marketing reports to optimize performance across these channels and update website content to ensure it remains accurate, relevant, and visually appealing.

GRAPHIC DESIGNER & SOCIAL MEDIA MANAGEMENT

GQA COMUNICATIONS

September 2018 - Aug 2020 - [2020 Home Office]

Responsible for customer service and social media strategy, including planning, content creation, and publishing across platforms. Manage paid promotions, online media, and performance reporting, while optimizing processes to improve efficiency and engagement.

AS OFFICE ADMINISTRATOR

M2BR | DIGITAL MARKETING AGENCY

May 2018 - September 2018 (Brazil)

Responsible for social media planning and strategy, creating and publishing content across platforms, managing online media, and producing engaging digital content. Oversee process optimization and performance reporting while also contributing as a designer for visual materials.

SUMMARY

Creative and results-driven Graphic Designer with over 9 years of experience in graphic design and digital marketing, and more than 10 years of professional office experience. Currently at THINK PRINT DESIGN, I develop compelling visual content, including logos, brochures, flyers, booklets, and banners, while managing and optimizing social media channels to drive engagement. Skilled in client relations, I deliver tailored solutions by understanding customer needs and leveraging in-depth knowledge of company products. Experienced in digital strategy, process optimization, and performance reporting, I thrive in collaborative environments and am passionate about creating impactful campaigns that enhance brand presence and customer loyalty. Known for my attentive, patient, and communicative approach, I ensure effective collaboration and consistently positive client experiences.

TRAINING/COURSES

SEO

M2BR academy (Brazil)

Inbound Marketing

Rock Content (Brazil)

Instagram Marketing

M2BR academy (Brazil)

Interactive Content Experience Strategy

Rock Content (Brazil)

Adobe Premiere

Azimut School (Brazil)

LANGUAGES

English

Fluent



Portuguese

Native



French

Beginner



EXPERIENCE

BENEFITS COORDINATOR / SALES & MARKET ANALYST

AON HEWITT



December 2015 - May 2018

Responsible for managing incoming calls and providing customer support in the Benefits department, focusing on health insurance. Conduct market research and prepare quotations, presentations, and strategic plans to support sales initiatives. Coordinate and organize meetings with directors, ensuring smooth communication and effective follow-up

SOCIAL MEDIA & COMMUNICATIONS COORDINATOR

CITY HALL OF RIO DE JANEIRO



April 2014 - November 2015

Monitor and manage social media channels, creating and executing awareness campaigns to engage target audiences. Design graphics and prepare content for both online and offline channels. Serve as the point of contact for press and journalists, ensuring clear communication and timely responses.

EDUCATION

MASTER'S DEGREE IN GRAPHIC DESIGN

TU DUBLIN



2021 - 2022 (Dublin)

- 2nd Class Hons, First Division.
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MASTER'S DEGREE IN DIGITAL MARKETING

VEIGA DE ALMEIDA UNIVERSITY (BRAZIL)



2017 - 2018 (Brazil)

- MBA international in Strategic Digital Marketing
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BACHELOR OF ADVERTISING

VEIGA DE ALMEIDA UNIVERSITY (BRAZIL)



2010 - 2014 (Brazil)

- Bachelor's Degree in Social Communication - Advertising and Marketing
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SKILLS

GRAPHIC DESIGN KNOWLEDGE

Adobe Photoshop

Adobe Illustrator

Adobe Premiere

Adobe InDesign

WEBDESIGNER KNOWLEDGE

Elementor websites and Wordpress.

OTHER KNOWLEDGE

Microsoft Excel and Office365 suite

PORTFOLIO/ PROJECTS

giuliafernandes.com

EXPERTISE / GROUP TITLE

- Graphic Design & Visual Communication
- Social Media Management & Content Creation
- Digital Marketing Strategy & Campaigns
- Branding & Corporate Identity
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Website Content Management & SEO Basics
- Client Relations & Customer Service
- Performance Reporting & Analytics
- Print & Digital Media Production
- Market Research & Competitive Analysis