

# RONALD COELLO

Graphic Designer | Content Manager



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## About me

Graphic designer based in Adelaide, SA since November 2022. Expert in printed graphic pieces with 8 years of experience. In Latin America (Ecuador), I have been working on several projects developing digital and print designs.

## Work Experience

### Freelancer February 2015 – November 2022

Graphic design, Creation of advertising strategies, Landing Page Development, Video and Photo production/post-production, Brand Consulting, Content and Community Management.

## Core Competencies

- Adobe Suite\*
- Final-art and print quality control
- Proposal and Photography art direction
- Video Edition
- Social Media and Google Ads design
- Content Management
- Landing Pages (Wordpress / Elementor)

\*Illustrator • Indesign • Photoshop • Lightroom  
Acrobat • After Effects • Premiere Pro

### Graphic Sales Advisor | Stampa Litografica Printing

January 2014 – February 2015

Customer service, color and paper graphic consultancy, client portfolio management, commercial graphic service.

### Marketing Assistant | Tedex S.A. March 2013 – January 2014

Handling of technical data sheets, label design, photo editing, infographics, business presentations, and visual identity.

## Education and Training

### SACE

English Language School  
Nov 2022 – Aug 2023

### Workshop Online 8 hours

Social Media Strategies  
July 2021

### University Studies 2016–2020

University of Guayaquil  
Completed 8th Semester in Marketing and Advertising

## Volunteering –Adelaide SA

- Communications Team Leader  
*Life Christian Centre Spanish Ministry*  
January 2023 – August 2023
- Re-designing WebSite and Social Media Accounts  
*JYGA Group*  
August 2023 – October 2023

## Languages

- Spanish Native
- English Intermediate

## References

Jose Alvarez  
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