



HELLO!

My name is **Marcela Sanabria**.
I like to create work that will make a difference, change perspective, and inspire other people to take action.

EDUCATION

BFA in Advertising Design
College for Creative Studies

EXPERTISE

- Art Direction
- Copywriting
- Content Creation
- Digital Marketing
- Storyboarding
- Social Media
- Video Production
- Graphic Design
- Brand Development
- Paid Advertising
- User Experience
- Lead Generation

SOFTWARE

- After Effects
- Clickfunnels
- CrazyEgg
- Google Suite
- Illustrator
- InDesign
- Photoshop
- Premiere Pro
- Hubspot
- Keynote
- Mailchimp
- Marketing Cloud
- Microsoft Office
- Monday.com
- Salesforce
- Trello
- Unbounce
- Wordpress

SKILLS



Marcela Sanabria
CREATIVE DIRECTOR

EXPERIENCE

Goldco // November 2019 - Present

ART DIRECTOR

Implementing a mix of creative direction, marketing expertise and business understanding to drive measurable marketing results and take Goldco's creative to a new level. Building/leading the strategy and production for both in-house and outsourced lead generation campaigns including web, print, and digital marketing assets.

Mako Children's Fund // January 2020 - Present

BRAND & DIGITAL WEBSITE OFFICER

Leading the evolution of Mako's brand and digital presence on a pro bono basis, shaping a cohesive, mission-driven identity across the organization's website and digital platforms. I collaborate closely with the U.S. Board, Executive Committee, and local leaders to translate Mako's mission and community impact into intuitive, visually engaging user experiences that inspire giving.

MobileCause > GiveSmart // July 2017 - November 2019

ART DIRECTOR/SENIOR DESIGNER

Part of the marketing team tasked with reviving the current brand to better attract B2B prospects. Created and designed successful lead generation campaigns and content such as videos, infographics, emails, ebooks, presentation decks, webpages and more.

The Mars Agency // September 2016 - April 2017

CREATIVE

Helped produce quick ideation, brand solutions, and strategic planning for various big brand clients. Specialized in experience based shopper marketing solutions and client pitches.

Valassis // June 2016 - September 2016

CONTENT DEVELOPER/COPYWRITER


Part of the brand strategy team creating content for Valassis.com utilizing design, videography and copywriting skills. Experience with B2B advertising, enticing clients with innovative media solutions.

Henry Ford Health System // January 2016 - May 2016

DIGITAL EXPERIENCE DESIGNER

Creating a digital experience that uniquely welcomes the patient to the Henry Ford Cancer Center and engages all constituents in the health, treatment, education, well-being, and recovery of the patient.

CONTACT ME

 (248) 705-4745

 marcelasanabrianieto.com

@ marcela.sanabria@live.com