



Manuela Rojas

Graphic Designer | Visual Design
& Social Media Content

CONTACT ME

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ABOUT ME

Graphic designer and creative professional from Medellín, Colombia, with experience in brand identity, visual communication, social media design, and digital content production. Skilled in creating visual assets for digital and print platforms, editing short-form videos, and developing brand-consistent creative materials. Experienced in collaborating on client projects, preparing case studies, and supporting website content publishing and basic SEO tasks. Detail-oriented, adaptable, and eager to continue developing my creative skills.

WORK EXPERIENCE

2026

Big Red Jelly
Marketing Assistant

- Created social media graphics, carousels, video thumbnails, and other digital assets.
- Edited short-form videos for social media and thought leadership.
- Contributed to 14 case studies, preparing visual assets, mockups, layouts, and client-facing materials.
- Wrote and published blog content and managed website updates using WordPress.
- Supported content planning, basic SEO initiatives, and creative production.

2025

Big Red Jelly
Intern Graphic Designer

- Created social media graphics, presentations, mockups, and digital assets.
- Supported brand identity development and visual consistency.
- Assisted with case studies and client portfolio materials.
- Collaborated with designers and brand strategists on creative projects.

2024 - 2025

CENSA
Junior Graphic Designer

- Designed visual content for social media, websites, and print materials.
- Captured and edited photography, video, and audio content.
- Produced multimedia assets to support organizational communications.

SOFTWARE

- Adobe Creative Cloud
- Figma
- Canva
- CapCut
- Meta Business Suite
- Metricool
- HubSpot
- Monday.com, Asana & Notion
- Google Analytics & Search Console
- Semrush (basic experience)
- AI tools

SKILLS

- Graphic & Visual Design
- Brand Identity
- Social Media Design
- Content Creation
- Editorial Design & Typography
- Video Editing
- Photography
- Visual Storytelling
- Content Planning
- Basic SEO & Website Publishing

EDUCATION

**Escuela Normal Superior
Antioqueña**

Academic High School Diploma with a
Focus on Pedagogy

CENSA

Vocational Training Certificate in
Digital Graphic Design

EBAC - In progress

Profession: Graphic Design