



**Johan
Colon-Sanchez**
Graphic Designer

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See My Work:
johancolon.com



Design Software & Technical Proficiency

Design Applications:

Photoshop, Illustrator, InDesign, Premier Pro and After Effects

Digital Marketing & Project Management:

Google Display Ads, Facebook Ads, Email Marketing, Asana, Trello, JIRA and Scrum.

Web & Content Management Experience:

- HTML5, CSS3 and WordPress
- Domain management, web hosting & DNS
- MailChimp, ActiveCampaign, SurveyGizmo and Zapier email marketing software
- Unbounce, LeadPages and Ion Interactive landing page creation software

Professional Experience

How To Manage a Small Law Firm | Feb. 2021 – Present | Miami, FL

Sr. Graphic Designer

- Conceptualize, design and execute value-driven marketing campaigns and deliverables to increase member acquisition.
- Ensure all marketing and event design collateral clearly and effectively communicates the brand voice and company values.
- Collaborate with Operations, Programs and Events departments in the production aspects of their initiatives, including the creation of workbooks and educational materials, slide decks, landing pages, print signage and materials, and digital graphics for internal and external web and email use.

Gravitational Marketing | Aug. 2015 – Feb. 2021 | Orlando, FL

Graphic Designer

- Collaborate with creative team to design monthly creative package collateral for our clients: including showroom pieces, Google display ads, Facebook display ads, social media graphics, email marketing templates and landing pages.
- Conceptualize and design all print and digital elements for each quarterly mastermind meeting to create a unique experience for all our visiting clients.
- Collaborated with creative and development teams to deliver unique and intuitive user experiences through optimizing & redesigning our websites and web apps.

Construction Data Company | Dec. 2014 – Aug. 2015 | Casselberry, FL

Creative Marketing Manager

- Redesigned corporate website to improve user experience across all devices, more effectively communicate our service, brand and products, as well as allow the marketing department to consistently update online content for SEO.
- Prepare monthly campaign calendars with Marketing Director.
- Deliver weekly production reports to newspaper production team and oversee transactions between advertising team and clients, from purchase agreement to ad postings.
- Monitor campaign budgeting and allocation, advising on effective strategies to reduce costs and maximize conversions.

Construction Data Company | June 2014 - Dec. 2014 | Casselberry, FL

Design and Marketing Associate

- Generate sales leads through designing and executing email marketing campaigns.
- Design marketing collateral in accordance to Construction Data's branding guidelines.
- Collaborate with Marketing Director, Editor-in-Chief of Interactive Media and Vice President of Sales to continuously improve our digital marketing campaigns.
- Conceptualized and designed online account management system for Lead Manager, generating over \$30,000 in online subscription renewals within 60 days.

Education

University of Central Florida

Aug. 2011 - May 2014 | Orlando, Florida

Bachelor of Fine Arts Degree in Graphic Design

Valencia College

Aug. 2008 - May 2011 | Orlando, Florida

Associate in Arts Degree in Studio/Fine Arts