

Cintia Coelho

**Creative Director | Graphic Designer |
Adobe Creative Cloud Expert | Packaging & Book Cover Specialist**

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I'm a Creative Director and Graphic Designer specializing in branding, packaging, web design, and marketing. With expertise in Adobe Creative Suite, and digital marketing, I've boosted brand visibility by 95% and secured major client deals through innovative strategies.

Work Experience

Creative Director Jan 2023 - Jul 2023
ILLIMITAR | Rio de Janeiro, Brazil

Led creative direction for marketing strategies in technology solutions for fashion retail, achieving a 95% increase in brand visibility and engagement. Conducted ERP software presentations, enhancing client acquisitions and strengthening online presence through targeted social media and content creation.

Graphic Designer Sep 2019 - Mar 2020
Zp Rio | Rio de Janeiro, Brazil

Led creative direction for marketing strategies in fashion retail tech, achieving a 95% increase in visibility. Directed a rebranding initiative, boosting recognition by 30%. Created social media promotions, developed internal materials, and signage, saving over 12 hours monthly.

Graphic Design Consultant Specialist and Customer Service Mar 2019 - Aug 2019
Bazar Infoto BL LTDA | Rio de Janeiro, Brazil

With extensive experience in printing, our full-service shop specializes in photography, visual communication, promotional items like special packaging, and sublimation. Led customer service initiatives and created custom artwork for logos and brochures, increasing customer satisfaction by 98%.

Creative Director Sep 2016 - Dec 2017
Eletrocopy Copiadora | Rio de Janeiro, Brazil

As a Print Graphic Designer, created innovative print materials as stationary items, packaging, promotional items, branding, and others. Managed production from concept to output, optimizing workflows. Contributed to an ambitious rebranding initiative, boosting visibility, and making Your Mark strategy that increased market share by 40%.

Graphic Designer Mar 2016 - Sep 2016
Casa do Papel Arroz | Rio de Janeiro, Brazil

At the largest custom products store in Rio, created personalized corporate gifts and promotional items. Aligned designs with brand identities and event themes, ensuring artwork met client expectations for major events.

Graphic Designer Sep 2013 - Mar 2015
Armazém e Merceria tem Tudo LTDA | Rio de Janeiro, Brazil

At a supermarket in Rio de Janeiro, I spearheaded a cross-functional team, fostering collaboration while managing social media and creating promotional layouts. I supported administrative functions with Excel, improving operational efficiency by 75% and helping the store expand

Skills

Marketing, Adobe Suite, Graphic Design, Video Editing Software, Copywriting, Email Marketing, Content Creation, Brand Awareness, Brand Personality, Canva, Collaborative Working Environment, Content Strategy, Data-Driven, Design Tools, Digital Marketing, Email Marketing Platforms, Google Analytics, In-Store Marketing, Manage Social Media, POS, Paid Ads, Paid Advertising, Photo Editing, Point-Of-Sale Marketing, Print Advertising, Professional Development, Traditional Marketing, Visual Design, Flexibility, Flexible, Engagement, Creative, Storytelling, Adaptable, Friendly, Illustration, Innovative, Insights, Potential

Education

Estácio
Bachelor's Degree | Graphic Design
Languages

Jan 2012 - Jan 2016

English, Portuguese

Certificates

Typography and Layout: A Practical Guide
LinkedIn

Premiere Pro Essential Training (2022–2024)
LinkedIn

Illustrator 2024 Essential Training
LinkedIn

InDesign 2024 Essential Training
LinkedIn

Photoshop 2024 Essential Training
LinkedIn

How to improve the management of your online store on a marketplace
SEBRAE

Digital Marketing
Curso em Video