



Isabel Alicia Jimenez Angeles
FullStack Designer & Marketer
Guadalajara, Jalisco

Extract

People call me Yizia. I'm a FullStack Designer, expert in digital marketing, media buying and social management, but the most important of all is that I'm an startup life fan. I'm trained in high performance communication teams and currently, I've focused myself in UX, web design and development to strength my mix of competences.

Despite the digital knowledge, my main experience is in design and corporate identity, which I have developed over ten years. I have a predilection for the editorial and blogging field, both related to design and content, because of my strong writing skills, and the best of all is that I'm an amateur broadcaster because, hobbies! I'm leader of a women community, where we are looking to grow participation of women in STEM careers. Because of this, I'm going back to university in order to study computer science. I'm volunteer at HackerGarage and MakersGDL.

My main objective is to continue preparing myself in my favorite fields.

Experience

Postabit- México

My Freelance / 2009 - Present (11 years).

Postabit it's a non traditional digital marketing free-agency (organic, gluten-free and all that stuff); a loosely coupled team of specialists in digital platforms that get together for individual projects. Reaching objectives is our incentive and creative development, our fuel. The main challenge: get crazy and unusual. Postabit is about experimental activities, learn and play with technological toys, strategies and communications.

Clients: Cristina Lima, Bigro, ho1a Innovacion, Täleny: Talent Starter School, OpenStackFoundation, Design&Law, Aguamiel Infusiones, StarLigth Mx, The Happy Lab, Pietro Bortolotti, BINDE, LedGas, Menú Ideal.

Bruscoo- Guadalajara, Jalisco

Chief Marketing Officer / January, 2018 - December, 2019 (2 years)

Bruscoo is an startup hub. I managed a team of 4 people to achieve the objectives for all the startups launched. My main activities at Bruscoo where:

- Brand Identity
- Communication and Digital Marketing strategies
- Sales materials
- UX Design (web & app)
- Social media data analyst
- Process creations

Startups: Feet10, Comparale, Cricket Inmboliaria, Cosmethodics

Getabed Suite - Guadalajara, Jalisco

Chief Marketing Officer / March 2016 - July 2017 (1 year 6 months).

Getabed Suite is a software platform for independent hotels which wants to take control of their Internet potential by increasing their direct bookings with a world class website, booking engine, PMS, Channel Manager, connectivity with Contpaqi electronic billing and with Revenue management capabilities. In Spanish, with local support and with great vision. My main Activities at Getabed:

- Brand Identity
- Communication and Digital Marketing strategies
- Sales materials
- Graphic Design (UX for Web and Apps)
- Social media data analyst
- Process creations

Contact

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Principal Skills

Graphic Design

UX Design for Web & Apps

Digital Strategy

Digital Marketing

Digital Media Buyer

Management

Languages

Spanish

English

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Google Advertising

Google Analytics

Amazon Seller Central

Cero Cuatro Agency - Guadalajara, Jalisco

Project Manager & Digital Strategist / August 2013 - September 2014 (1 year 2 months)

- Leadership in the digital area.
- Support in high performance teams focused on market research and benchmark.
- Generation of creative concepts for the clients communication needs.
- Development of brand digital communication strategies.
- Social media data analyst.

Clients: C&A, Universidad Autónoma de Guadalajara (UAG), Himalaya Herbals México, Oficina de Visitantes y Convenciones de Guadalajara A.C., (OFVC), Grupo Perdura.

Idee Consulting Group - México City & Querétaro,

Design & Image Specialist / March 2012 - March 2013 (1 year 1 month)

- Development of graphic materials for corporate communications projects.
- Generation of creative concepts for the clients communication needs.
- Coordination of production services to third parties.
- Support in high performance teams focused on market research and benchmark.
- Strengthening and maintaining of Idee corporate image.
- Leadership in the graphic communication field.
- Leadership in the digital communication area.

Hipertextual - Madrid, Spain

Editor - marzo de 2011 - marzo de 2012 (1 year 1 month)

- Content developer for the Monkeyzen website.

Clean Air International - Georgia, E.E.U.

Corporate Designer / August 2009 - October 2011 (2 years 3 months)

- Branding in the national industrial sector.
- Increased annual prospectus.
- Design and implementation of corporate manual and image.
- Standardization of the image products.
- Industrial marketing and media planning.
- Copy and content development.
- Internal and external communication of the company, both in Mexico & The United States.

Instituto Tecnológico de Sonora - Sonora, México

Higher Education Professor / January 2007 - June 2009 (2 years 6 months)

- Higher Education Professor in Graphic by subject in the Design Degree
- Coordination of the Visual Identity II Academy (Editorial)
- Coordination of Signage Design Academy