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PAULA CORRALES

VISUAL ARTIST & DESIGNER

EXPERIENCE

Social Media & Web Coordinator

Drone Nerds | 2023–Present

Lead visual content and social strategy across platforms. Design graphics, videos, and landing pages for campaigns. Run targeted ads and giveaways, track analytics, and support brand messaging with multimedia content.

Freelance Designer & Brand Consultant

Self-Employed | 2021–Present

Develop brand identities, websites, and marketing materials for nonprofits, startups, and small businesses. Focus on UX, accessibility, and digital strategy across platforms like WordPress and Shopify. Provide design and marketing support for events and community initiatives.

Art Director

Naked Media Marketing Agency | 2017–2021

Directed branding and digital campaigns for clients across industries. Managed design teams and timelines, ensuring visual consistency and successful project delivery from concept to launch.

Brand Manager

YoE2– Latinx Startup Community | 2018–2021

Designed branding and digital assets for events and community programs. Built and maintained e-commerce sites, developed social content, and ensured cohesive visual communication.

SKILLS

Design & Creative

- ⚙ Graphic Design, Branding, Typography, Layout Design, Illustration
- ✂ Adobe Creative Suite, Affinity Creative Suite, Canva

Web & UX/UI

- ⚙ UX/UI Design, Web Design, HTML/CSS
- ✂ WordPress, Figma, Adobe XD, Sketch

Marketing & Strategy

- ⚙ Social Media Management, Email Marketing, SEO, Content Strategy
- ✂ Google Analytics, Hubspot, Hootsuite

Video & Photography

- ⚙ Video Editing, Video Production, Photography
- ✂ Adobe Premiere, After Effects, Photoshop, DaVinci Resolve

EDUCATION

Bachelors – Digital Arts & Design

Full Sail University

- Google UX Design Certificate
- HubSpot Social Media Certification

LANGUAGE

English: Fluent
Spanish: Fluent