

PAULA CORRALES

📍 Margate, FL

📞 (239) 443 - 0129

✉️ panicorr@gmail.com

🌐 www.paulacorrales.com

MULTIDISCIPLINARY ARTIST

These hands have been creating since they were very small. Naturally with my love for creating & growing up with technology I went for a degree that mixed the best of both worlds. In my time in the field I've had the pleasure of working with some really talented people on incredible projects. I've built full Brand identities, websites, marketing campaigns, and even developed actual workshops/courses. Taking someone's idea and bringing it to life through my skills is my own form of magic.

EDUCATION

**BACHELORS OF SCIENCE
DIGITAL ARTS & DESIGN**
2012 - 2014

FULL SAIL UNIVERSITY

SKILLS / TOOLS

Branding & Identity	Photoshop
Photography	Illustrator
Photo Manipulation	Wordpress
Web UI/UX	Google Ads
E-Commerce	Analytics
Illustration	InDesign
Video Editing	Premiere
Print Design	After Effects
Event Production	Sketch
B2B	Canva
Client Relations	Email Platforms
Digital Marketing	Microsoft SW

EXPERIENCES

**MARKETING
DIRECTOR**
2021 - PRESENT

FINANCIAL NEWS MEDIA
Overseeing all ads (google, facebook, yahoo), e-mail marketing, website's SEO, and website back end

FREELANCE
2014 - PRESENT

Developing brand personalities & brand guideline kits for companies & personal brands
UX/UI Consulting per project
Assist in production of events which include the event concept itself, names & identities for events, and creating advertising material.
I donate work to non-profits or entrepreneurs starting out in their journey in the latin community

ART DIRECTOR
2017 - 2021

NAKED MEDIA MARKETING AGENCY
Overseeing all projects within the creative & development departments.
Maintaining healthy relationship & communication with clients.
Leading a team of designers for website & branding.

**WEB AND
MARKETING
COORDINATOR**
2016 - 2017

ANYTHING DISPLAY
Migrated old e-commerce site to a new platform
Consistent website maintenance and product upkeep
Social Media Marketing
Created advertising graphics for Website & social media

DIGITAL INTERN
2014 - 2016

EDGE CORE AGENCY
Managed & developed wordpress websites
Website Design

REFERENCES

HALIM ZAKHIA
COO, NAKED MEDIA

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E: halimzakhia@gmail.com

CARLOS OCHOA
WEB TEAM, NAKED MEDIA

T: 954 665 7330
E: cochoa@gmail.com

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