



# YARELIS FUENTES

786-273-0599

yarelisfuentes@live.com

Online Portfolio

www.yarelisfuentes.com

## SOFTWARE PROFICIENCY

- Adobe Photoshop
- Illustrator
- Indesign
- Lightroom
- Premiere
- Dreamweaver
- Microsoft Word
- Excel
- Powerpoint
- Powerautomate
- CivicPlus
- CivicOptimize

## SKILLS

- Typography
- Branding & identity
- Print & digital design
- Image editing
- Photography
- Web design
- Video editing
- HTML/CSS
- Marketing
- Social media

## EDUCATION

**MARCH 2016** Full Sail University, Orlando FL  
**Bachelor of Science - Graphic Design**

## PROFESSIONAL EXPERIENCE

### Multimedia Specialist | City of Margate

MAR 2020 - PRESENT

- Design and implement brand-appropriate public relations, advertising, and marketing collateral/materials
- Assists with the development of social media content and campaigns and other content for the City's government access channel and website
- Plan and design publications, including brochures, flyers, posters, pamphlets, newsletters, and reports.
- Attend and photograph City, CRA, and area events.
- Ensures all messaging and designs are consistent with the City's branding
- Provides technical assistance and support for web and multimedia content-related issues.
- Update and maintain existing websites, including content updates, layout adjustments, and data management.
- Develop automated processes, workflows using Microsoft Power Automate.
- Provides user support to personnel on automated flows and Share Point data.
- Monitor and maintain the performance of automated processes and workflows.

### Graphic Designer/ Creative Media Artist | WCA World

APR 2017 - MAR 2020

- Designed print and web marketing materials
- Designed adverts for industry publications
- Managed & created social media graphics
- Creation of marketing materials for international conferences
- Member re-branding & logo development
- Designed templates for email marketing
- Updated & designed web pages
- Designed spotlights/ email blasts
- Marketing & graphic support

### Graphic Designer | Miami Star

DEC 2015 - APR 2017

- Designed materials for web & print
- Managed social media & Ad campaigns
- Designed Web Pages & applications
- Shot & edited photos & videos
- Designed email marketing blasts