



Dee Escobar

CREATIVE MARKETING AND GRAPHIC DESIGN
2019 *Yep, all in one!*

- Illustrator, Photoshop, and Indesign
- Illustration: digital and traditional media
- Product, food, fashion, and social media photography
- Video editing and animation
- Google Suite, iWorks Suite

- Google analytics
- HubSpot Marketing Cloud
- MozPRO Marketing Cloud
- AvantLink Affiliate Marketing Platform
- E-commerce platform optimization
- SEO and search ranking optimization
- Google ranking optimization
- Social Media planning
- Bilingual copywriting
- Public relations
- Event planning
- Public relation
- Basic HTML programming

Skills

Achievements



CURRICULUM VITAE BOOK.

After only two years of this non-profit campaign release. We witness a 12% decrease in child labor in Panama, turning a simple #hastag into an entire movement. TBWA



FÁBRICA MÓVIL.

A discarded truck transformed into a unique mobile cookie factory! Now travels the Country revealing incredible product insights. TBWA



PASTAS LA SUPREMA.

Marketing strategy designed to transform a "doomed" pasta brand into a fitness trend. TBWA

Studies & knowledge

Universidad
Santa María La Antigua
USMA

Bachelor's Degree in
GRAPHIC DESIGN
PANAMA 2011.



TMDG (Trimarchi)
Specialization in

ART DIRECTION
BUENOS AIRES 2013.



Action Marketing
Specialization in

ONLINE MARKETING
PANAMA 2016.



SHOT SHOW 2019
Specialization in
Firearms E-commerce 2019
Online Marketing Strategies
NEVADA, USA 2019.



Languages

ENGLISH & SPANISH



CONTACT INFORMATION

dee.escobar.info@gmail.com
603• 8676909

<https://deeescobarinfo.wixsite.com/portfolio18>



MARKETING ASSISTANT II

- Responsible for creating the brand identity for TANDEMKROSS, it's creative direction and marketing strategy
- Responsible for monthly, bi-weekly and holiday online marketing strategies as well as implementing and updating SEO optimization and creative content generation for organic "backlink" generation.
- Designing internal communication, product packaging, key visual communication, website graphics, E-mail marketing templates, web advertisements, social media artwork, engaging original content and involvement in product design and branding and programing HTML for E-commerce website on 3DCart.
- Professional product photography and edition for advertising and market placement as well as photography and product composition, lighting, art direction, fashion styling, casting, and esthetics.
- Creating and implementing the models of the newly started Marketing Department such as: implementation of MozPro, a complete analysis of the "state" of the TK website: download speed, broken links, image optimization, SEO and meta tag accuracy, content keyword integration, consistency corrections and other "red flags" as well as implementing other marketing tools sources and equipment to improve not only the sales but the quality and image of the brand.
- Social media content strategy calendar, creative content for each social media channel
- Create an alliance with previously seen as competitors to popularize our specific style of shooting sport and therefor growing our
- Consumer Base and taking owener ship of the sport.
- Public relations and stand design as well as organization for SHOT SHOW 2019, Las Vegas Nevada USA.

www.tandemkross.com

2019

SAMSUNG GROUP

BILINGUAL MARKETING EXECUTIVE

- Responsible for Samsung's maximum quality in all publications, online and offline; quality of message and design for the Central American region.
- Design, present to headquarters as well as executing the yearly Marketing seasonal strategy. Making sure all stores executed correctly, simultaneously, and using dense marketing data to select and create profitable promotions.
- Translate from English to Spanish any publication for Central America use.
- Responsible for designing and executing the interior design of all thirty-three Samsung Panama offices as well as
- conference rooms, lounge, and lobbies, under strict brand image guidelines.
- Event planning and product launching of several leading products, such as:

• Samsung edge • Samsung 360 speaker

2017 -2018

T.B.W.A. Advertising
(Tragos Bonnange Wiesendanger Airoidi)

BILINGUAL CREATIVE MARKETING TEAM LEAD (Senior Creative)

- In charge of approving, creating, presenting, and executing marketing strategies that solved specific business issues in a Disruptive way.
- Introduce clients to online, affiliate marketing, and mobile marketing, selecting the channels to communicate and ways of engaging organically with the audience.
- Brand managing,brand direction, as well as setting the tone for content creation.
- Campaign result presentations for international brands such as:

• Adidas • L'oreal • Mattel • RedBull
• Rebook • Maybelline • Target •Garnier

- Selecting venues and suppliers to execute our marketing campaigns, projects, products. Allocating assigned funds and talent adequately.
- Directing and empowering the performance of a total of 4 Art Directors. Project managing TV commercials, Creative advertising campaigns, and selecting the talent to execute these projects.
- Campaign (Project) management and presenting ideas to clients

2015 - 2017

*DDB Advertising
(Doyle Dane Bernbach)*

JR MARKETING ASSOCIATE (Creative)

- Create clever punchlines and content that would engage with our consumer, resulting in responses
- Assist each brand manager, 12 at a time, coming up with creative ideas, copy, concepts and strategies to achieve specific marketing objectives
- Lead the entire art team to execute at least 3 marketing-strategic approaches; present them in powerpoint for the client to choose which one publish.
- Write scripts, content, copies and hashtags in Spanish all media show segments sponsored by our brands
- Manage the brand DDB, create its marketing strategies and write and direct their advertisements for DDB Group.

*DDB Advertising
(Doyle Dane Bernbach)*

2013 - 2015

PRODUCTION - EXECUTIVE ART DIRECTOR

- Setting the visual tone of a production in conjunction with the Director and Director of Photography.
- Budget managing and project managing

- | | | |
|--------------------|-------------------|--------------------|
| • Graphic design | • Food Styling | • Set Design |
| • Video Editing | • Prop Design | • Character design |
| • Audio Production | • Interior Design | • Fashion Styling. |

- Responsible for solving any unexpected problem or event that occurred during shooting.
- We are presenting storyboard, concept, and final edition to clients before publishing.

*DDB Advertising
(Doyle Dane Bernbach)*

2011 - 2012

ART DIRECTOR

- Propose an average of three styles for the same graphic concept to propose to the client for selection.
- Storyboards and storyboard presentation.
- Illustration using various types of digital and traditional art media.
- Using excellent teamwork and leadership skills to direct and support a team of over 16 graphic designers of all levels and administer their workflow ensuring the deadlines of our agency.
- Yearly performance campaign return of investment report presented to the board of investors at DDB.

*NEO! Creative
& Collective Boutique*

2009 - 2011

GRAPHIC DESIGNER

- Personal assistant for renowned Panamanian painter Miky Fabrega
- Art expositions and event planning for Diablo Rosso (Art Gallery, Art store, and Gourmet restaurant).
- Public relations for Miky Fabrega and Diablo Rosso Art Collective Group
- Graphic design for editorial publications and product by Miky Fabrega in union with other brands such as Chanel N°5.

2005 - 2009