

With 12 years of experience as a Graphic Designer, she has strategically expanded her skill set over the past 3 years by obtaining certifications in Customer Service and Sales, this time for the BPO Industry. Under the mentorship of a Fortune 500 coach, she gained hands-on experience managing high volumes of inbound and outbound calls for leading U.S. telecommunications companies, including AT&T, Verizon, and Frontier Communications. During this time, she consistently delivered exceptional customer-centric solutions, resulting in top-tier KPIs and recognition as a high-performing member of a leading sales team. Her success is driven by professional use of active listening, strategic questioning, and delivering effective, results-oriented solutions, with transparency and empathy **as core strengths that enhance performance and client relationships**. Lean Six Sigma White Belt certified and proficient in Microsoft Office and Google Workspace, she is highly adaptable and quick to master new CRMs and open to working with different industries.

Professional experience

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| <p>Full Potential Solutions
Apr 2023 - Aug 2024
<i>Technical Support Specialist</i>
• <u>Customer Service and Sales</u></p> | <p>Client: Frontier Communications.</p> <ul style="list-style-type: none">- Researched, analyzed, and supported various types of installations, connection compatibility, and equipment used to provide Internet, telephony, and television services.- Generated tickets and scheduled appointments with technicians. • <u>Awarded</u>- Engaged customers and offered them new solutions. (Cross selling B2B & B2C) |
| <p>Asurion
Nov 2021 - Jan 2023
<i>Customer Care Representative</i>
• <u>Sales Metrics</u></p> | <p>Clients: AT&T and Verizon.</p> <ul style="list-style-type: none">- Strategically able to select monitored inbound and outbound calls to meet required monthly KPI metrics.- Generated tickets and scheduled appointments with technicians.- Engaged customers by offering solutions and superior service to provide a complementary protection plan. (Cross selling B2B & B2C) • <u>Awarded</u>- Provided support to other teams and encouraged them to apply best practices. |
| <p>DTactic Studio
Oct 2019 - Present
<i>Creative Director / Art Director</i>
• <u>Customer Service and Sales</u></p> | <p>Clients: Potential clients via teleconferencing or freelance platforms.</p> <ul style="list-style-type: none">- Customize design proposals with appropriate creative strategies for each client's project.- Create and sell designs on various online print-on-demand platforms. |
| <p>Fact Brands
Mar 2019 - Sep 2019
<i>Digital & Print Graphic Designer</i></p> | <p>Client: (In-House) National Direction Colombian Red Cross.</p> <ul style="list-style-type: none">- Designed and managed the brand for different events.- Directed and created different materials for print and digital environments: Stationery design, posters, roll-ups, banners, icons, illustrations, email designs, etc.- Created professional photo manipulation for huge public exhibitions.- Led a project and the team to develop animated content for a private TV channel.- Developed and delivered interactive presentations under tight deadlines. |

The New Yachts Company **Clients:** The luxury yachting industry.
 May 2018 - Dec 2018 Brands: Prime, Gamma Yachts, Van der Valk, and Delta.
Remote Digital Designer (USA) - Managed documents and did team interactions using Slack, Trello, and Google Docs.
 - Facilitated email designs for Emma and MailChimp; advertisements for social media, web banners, and interactive presentations.

Brand Spa **Client:** ILUMNO.
 2-month contract - Designed web banners, email marketing, and photo manipulation for Hero Area.
 Mar 2018 - Apr 2018 - Utilized Google Web Designer to animate a series of banners for different Latin American universities in countries like Mexico, Panama, Paraguay, Chile, and Colombia.
Digital Designer

Input Graphics **Clients:** Rotary International, Alkosto (Asus magazine), SENA, and others.
 Mar 2017 - Jun 2017 - Gathered information directly from clients and quoted each project.
Design & Final Artwork - Developed and communicated proposals for large format, brochures, invitations, and stationery based on the client's needs.
 • Customer Service and Sales - Delivered final artwork to the Print Team.

Skills

• Office Suite • Adobe CC • Corel Draw • Google Web Designer • HTML5 / css3 • WordPress • Slack / Trello

Education

Professional Graphic Designer
 Jorge Tadeo Lozano Univ. (2008 - 2013)

Certifications

Lean Six Sigma • White Belt MF Treinamentos (2025)
 Commercial Management and Marketing UniCafam (2024)
 Artificial Intelligence LinkedIn Learning (2023)

Languages

Español Native Certified by IPLER
 English Level C1 Certified
 Français A2 Certified

Volunteer Experience

Senderos de la Esperanza Art Therapy + Artistic activities (2023 - Present)
 Rotary Graphic Design and Social Leadership (2017-21)