



Gio Miranda

Multimedia Designer / Marketing Strategist

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🗣️ English; Spanish

🌐 giodm.co **in** giomiranda

Experience

Creative Freelancer 5/2022 – Present

Providing creative and consultation services [web design; visual design; media production; content writing; copywriting; technology solutions] / **Developing** personal blog [research; content writing; content design; affiliate marketing]

GoDataFeed

Creative Strategist 5/2020 – 5/2022

Led marketing initiatives [brand refresh; content strategy; social strategy] / **Collaborated** with development, support, and sales teams to produce marketing collateral that supported business needs; goals / **Developed** visual standards [logo redesign; interface design system; brand style guide]; communication strategy [brand messaging; copywriting; email design] / **Managed** blog; social accounts; marketing campaigns / **Produced** original marketing collateral [blog posts; social posts; videos; graphics; creative assets; ads; guides; case studies; landing pages; internal documents] / **Contributed** to web design [site design; visual design; content management]; app design [experience design; visual design]

Marketing Specialist 3/2018 – 5/2020

Collaborated with development, support, and sales teams to produce marketing collateral that supported business needs; goals / **Managed** blog; social accounts; marketing campaigns / **Developed** communication strategy [brand messaging; copywriting] / **Produced** original marketing collateral [blog posts; social posts; videos; graphics; creative assets; ads; guides; case studies; internal documents] / **Contributed** to web design [visual design; content management]

Marketing Intern 12/2017 – 3/2018

Produced original marketing collateral [creative assets; videos] / **Contributed** to content strategy [content compilation; blog publication; case studies; research]

New Layer Creative

Small Business Owner 9/2016 – 12/2017

Founded small business / **Designed** brand; website; original works / **Produced** original vinyl decals; commissioned work / **Managed** business procedures

Apple

Technical Specialist 7/2015 – 9/2016

Managed workflow areas / **Provided** personalized tech support sessions [advised customers on technical inquiries; troubleshoot device issues; processed device repairs] / **Coordinated** business procedures; sales

Education

Florida International University

Bachelor of Science: Advertising
Minors: Communication; Psychology
GPA: 3.8

Certifications

Google Digital Marketing; Ads Suite; Analytics / **Hubspot** Digital Marketing; Advertising; Inbound; Social Media; Content; Email; SEO / **Twitter** Flight School / **Microsoft** Advertising Professional

Skills

Marketing Strategy [Branding; SEO; Email; Inbound; Advertising; Content; Communication; Social] / **Graphic Design** [Typography; Figma; Adobe CC; Canva; Information Design] / **Web Design** [HTML; CSS; WordPress; Webflow; Wix] / **Content Creation** [Blog; Photo; Video; Audio; Final Cut Pro; Adobe CC] / **Communication** [Presentations; Copywriting; Creative Writing; Technical Writing] / **Office Mastery** [Asana; Google Workspace; Microsoft Office; Apple iWork] / **Ecommerce** [Product Data; Amazon; Shopify; Meta; Google; Etsy; eBay]

Interests

Design / Health + Wellness / Media Production / Adventure / Education / Web3 / Science / Technology / Storytelling / Environmentalism / Gaming