**MARGARITA PEREZ Graphic Designer**

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**ABOUT ME**

I work with established entrepreneurs by creating different types of designs so they can showcase their business, gain more exposure, attract their target audience, get more website traffic, and increase their revenue.

**SKILLS**

Design principles (such as color theory and typography), social media marketing, content marketing, project management, online presentations, and website management

**WORK EXPERIENCES** GRAPHIC DESIGNER

October 2026 - up to present | Self-employed/Freelancer

- Determine the best ways to convey clients' vision through different forms of design.

- Create designs and illustrations via graphic design and digital art software.

SOCIAL MEDIA MANAGER

September 2025 - August 2026 | Liceria & Co.

- Supervised social media interaction between Liceria & Co. and its followers. - Implemented a strategy that enabled Liceria & Co. to get a 40% increase in website traffic.

MARKETING ASSOCIATE

May 2024 - July 2025 | Studio Shodwe

- Managed daily administrative tasks to support the marketing design team. - Conducted qualitative market research for Studio Shodwe's latest products.

**EDUCATION**

2020 - 2024 | REALLY GREAT UNIVERSITY

Bachelor of Fine Arts in Graphic and Digital Design

- Member of The Honors Society, Student Council, and Chess Club

**INTERESTS**

- Running with dogs, baking, volunteering at the animal shelter, hiking, camping, and so on.