



## Award-Winning Creative

### Core Competencies

Design + marketing strategy  
Project management  
Content creation  
Brand development  
Brand management  
Leadership  
Mentoring

### Technical Skills

Adobe Creative Suite  
Microsoft Office  
Print production  
SEO best practices  
Email marketing  
Copywriting and editing

### Additional Knowledge

Localization & translation  
B2B & B2C communications  
Native proficiency in both  
English and Spanish  
Industry experience:  
marine, automotive,  
beauty, translations,  
real estate, luxury

### Professional Development

A.S. Graphic Design  
Keiser University  
Honor Roll

Continuing Education:  
Project Management,  
SEO Keyword Strategy,  
Digital Marketing

### Creative Direction • Brand Management • Project Management

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### Creative Director • Advenir Living • 2017 – Present • MIA, FL

Responsible for the direction of all creative processes and branding for Advenir Living.

- Created award-winning marketing campaigns and collateral for property management industry.
- Accountable for the direction of all branded materials across several platforms and mediums to ensure brand integrity on a national level.
- Spearheaded the creation and implementation of specific strategies to drive internal and external marketing campaigns.
- Managed the lifecycle of major campaigns and projects from conceptualization to post-analytics.
- Selected and mentored talented junior staff resulting in tangible professional growth.
- Leveraged freelance talent to enhance team resources. Ensured efficiency by developing comprehensive creative briefs and workflows.
- Developed and maintained all content for the company intranet.

### Content Creator + Brand Manager • Freelance • 2015 – 2017 • FTL, FL

Developed deep understanding of multiple brands' message in order to create a vast body of content to establish their place as industry leaders.

- Advised clients on best practices for lead generation and reputation management.
- Directed content creation strategy.
- Created unique content to grow clients' online and physical presence.
- Built and managed a team of freelancers to assist in production.

### Brand + Social Media Manager • InterMarine, Inc. • 2012 – 2015 • FTL, FL

Crafted and managed a polished brand for major local boat / yacht dealer.

- Established and developed the company's digital presence.
- Maintained brand integrity across social media and marketing collateral.
- Managed major projects ranging from web dev to event planning.

### B2B Traffic Manager • ProTranslating • 2009 – 2011 • MIA, FL

Directed the weekly translation and initial desktop publishing process of all national and regional shoppers for The Home Depot.

- Initiated regular communications with client.
- Coordinated extensive team of translators, writers, DTP staff, proofreaders, and freelancers to facilitate production.
- Worked with I.T. professionals to implement streamlining processes across multiple departments.
- Accountable for standardizing and overseeing highest quality-assurance standards.



Winner, American Graphic Design Award for branding of Maintenance Rocks 2019