



PROFESSIONAL SKILLS

- Branding
- Photoshop
- Illustrator
- Premiere
- After Effects
- Suite Adobe
- SEO / SEM
- Mac & PC workflow versatility

LANGUAGES

- Spanish
- English
- French

PERSONAL SKILLS

- Teamwork
- Service-oriented and proactive
- Problem-solving attitude
- Creativity
- Leadership
- Self-taught approach
- Multitasking / Multidisciplinary



Verónica Godoy

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GRAPHIC DESIGNER

COMMUNICATIONS AND MARKETING DIRECTOR

Specialist in branding development, content creation strategies for social media, communications, graphic design, web design, and illustration. High level of creativity and innovation.

Art director and designer focused on the creation and effective management of brand image and communications, including campaign oversight and advertising materials.

Experience in account management and event production, product and service launches, online trainings, and communication strategies focused on both internal and external customer service.

WORK EXPERIENCE

MARKETING, WEB DESIGN AND BRANDING CONSULTANT 2019 - Present / Remote / Colombia.

AIRO DIGITAL 2025 - Present / Remote / Colombia - USA

Senior graphic and web designer. Languages: English and Spanish.

DESIGN COLLECTIVE 2019 - 2025 / Remote / Colombia - USA

Graphic designer, illustrator, and digital process facilitator. Languages: English and Spanish.

MUKU TRAVEL AGENCY 2018 - 2019 / Freelance / Bogotá, Colombia

Commercial Manager. Art director and designer. Communications and digital marketing. Print advertising, email marketing, paid media, and social media management.

MULTIPARQUE 2014 - 2018 / Bogotá, Colombia

Communications and Digital Marketing Coordinator. Graphic design, print ads, email marketing, paid campaigns, and social media management.

4DYNAMAX 2013 - 2014 / Bogotá, Colombia

Graphic designer and illustrator. Packaging and advertising material for Physique Tea International. English language required.

VISTA PRODUCTIONS 2012 - 2013 / Bogotá, Colombia

Graphic designer for audiovisual productions for Mundo Fox International.

TELEPERFORMANCE 2011 - 2012 / Bogotá, Colombia

Trusted Advisor for AT&T USA's 100% bilingual campaign. English language required.

PRODUCCIONES RTI 2010 - 2011 / Bogotá, Colombia

Graphic designer for audiovisual productions for TELEMUNDO international television.

EDUCATION AND COURSES

MULTIPLE COURSES 2019 – 2024

Adobe XD by Tito Campos.

Introduction to UX Design by Ethan Parry.

Advanced Adobe Photoshop by Carles Marsal.

Food Photography Techniques by Alfonso Acedo.

Photomontage and Creative Retouching Secrets by Carles Marsal.

Adobe Photoshop for Color Correction by Manu Torres.

Digital Lettering with Illustrator and Photoshop by Daniel Hosoya.

MASTER'S IN DIGITAL BUSINESS AND WEB ANALYTICS 2017 - 2019 by Neetwork Business School (Spain)

SEO, SEM, Web Development and Digital Marketing.

DIGITAL PROCESS AUTOMATION WORKSHOP 2019 Automation with Zapier by Luis Betancourt.

GOOGLE WEB DESIGNER BASIC 2018 Web design course by Google.

TACTICOMD 2018 Practical training in SEO, SEM, Social Media, Marketing Automation, and Analytics by Luis Betancourt.

PERSONAL PRODUCTIVITY IN THE DIGITAL ERA 2018 by Google Activate / Fundación Santa María la Real (Spain).

STRATEGIC PLAN DESIGN COURSE 2018 by Empresario Digital / Ministry of ICT – Colombia.

PERFORMANCE MANAGEMENT 2018 by Empresario Digital / Ministry of ICT – Colombia.

GOOGLE ANALYTICS (BASIC/ADVANCED) 2018 by Google Analytics Academy.

BASIC DIGITAL MARKETING 2016 by Google / Interactive Advertising Bureau.

GRAPHIC DESIGN 2003 - 2008 by Universidad del Zulia . Maracaibo, Venezuela.

CONTEMPORARY ART WORKSHOP "CREATION TO THE LIMIT" 2008 by Museum of Contemporary Art of Zulia (MACZUL) – Venezuela.

HIGH SCHOOL DIPLOMA IN HUMANITIES / FINE ARTS TRACK 2002 by National School of Fine Arts Julio Árraga – Venezuela.