



ALEXIS GRULLON

Marketing & Graphic Design Professional
Building Brands, Audiences & Engaging Content for Success

📍 Dania Beach, FL. 33004

✉ alexisisabelg@gmail.com

🌐 adornedgraphics.com

ABOUT ME

Marketing Specialist with a strong background in Graphic Design and Marketing Research across multiple channels. Effectively generating creative design concepts for social media campaigns, ensuring consistency across different platforms. Focused on enhancing brand development for organizations to meet their marketing goals. Highly skilled in branding, logo creation, packaging design, and web design to strengthen business identities. Experienced in crafting innovative designs for email campaigns, programmatic advertisements, magazine ads, and various print and digital media materials.

EXPERIENCE

2024 - Present

GoToKeys | Remote

Branding Specialist & Marketing Coordinator

Developing logo, brand identity, and website design. Created email campaigns, content for social media and a comprehensive marketing strategy.

2024

Papas Tapas | Delray Beach, FL

Brand Developer

Worked on revamping the Companys' brand identity, established comprehensive brand guidelines, and designed a suite of marketing materials. Additionally, researched and developed a marketing plan for reaching new customers.

2023

The Club Exclusive Magazine | West Palm, FL

Graphic Designer

Designed engaging magazine advertisements while simultaneously managing a diverse portfolio of clients and delivering exceptional customer service. Upkept and organized a database to ensure deadlines are met.

2020 - 2023

IKash Marketing | Dania Beach, FL

Senior Graphic Designer & Marketing Coordinator

Developed cohesive strategies for brands through innovative creative direction and marketing initiatives. Enhanced brand identities through product packaging, web and logo design. Crafted programmatic advertisements, social media content and email marketing campaigns. Led the IKash team in project management by formulating comprehensive project plans, prioritizing deadlines, and ensuring the delivery of high-quality content for websites.

2019 - 2020

High Roller LLC | Dania Beach, FL

Senior Graphic Designer

Specialized in branding for CBD companies, focusing on the design of product packaging. My responsibilities included managing label inventory and facilitating communication with printing companies. Additionally, I was responsible for designing the High Roller website.

2017 - 2018

Aqua Hair Extensions | Dania Beach, FL.

Marketing Coordinator

Increased followers and engagement by 267% on Instagram. Improved conversion rates by 30% by creating creative and engaging ads in order to generate leads. Designed the packaging, sales materials, email campaigns, and social media posts. Photographed products and edited photos. Designed the website, wrote blog entrees, provided SEO services and web maintenance.

EDUCATION

2016 | Broward College, FL

Associate of Science- Graphic Design

Enrolled | Broward College, FL

Bachelors - Marketing

CERTIFICATES

6289 | **Graphic Design Support
Technical Certificate**

6290 | **Graphic Design Production
Technical Certificate**

SKILLS

- Adobe Creative Suite (PSD, AI, ID)
- Collaborative Programs (Figma, etc.)
- Digital Marketing & Branding
- Typography & Color Theory
- Packaging Design & Development
- Programmatic & Print Advertisements
- Email Campaigns (Mailchimp, etc.)
- Social Media Management
- Web Design, HTML, CSS & SEO

REFERENCES

Karen Cohen | **954-558-6745**

Irina Tam | **602-475-9619**

LANGUAGES

- English
- Spanish