



Perla Ramirez

Passionate, creative and visual designer with experience in marketing.

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Experience

Apr 2022 -
Present Day

EFFYDESK

Content Creator, promoted to Project Coordinator

Propose, plan and execute marketing campaigns. Lead and developed email and sms marketing campaigns. Liase and coordinate with different teams to complete projects. Create, design and review marketing materials, to uphold branding guidelines.

Mar 2021 -
Jan 2022

UV Can Sanitize Corp.

Graphic Design & Social Media Coordinator

Responsible for all marketing content. Liaised with the CEO and office manager to ensure all sales collateral was optimized for all products. Created and managed the company's digital asset repository.

Sep 2018 -
Dec 2019

Precision NanoSystems Inc.

Graphic Design Intern

Responsible for all print and digital materials. Created brochures, booklets, packaging, social media images and video editing. Established design guidelines and a new branding logo for a commercialized product and its launch.

Education

Sep 2014 -
Aug 2020

Simon Fraser University

B.A., Major Interactive Arts and Technology,
Co-operative Education

Sep 2024 -
Nov 2024

BrainStation

UX Design Certificate

Capabilities

Organized

Detail-oriented

Time Management

Quick Learner

Ad Creation

Email Marketing

Social Media

Visual Design

Video Editing

UI Design

UX Design

Mockups/Prototyping

Voiceover Artist

Tools

Adobe Creative Suite

Microsoft Office

Shopify

Klaviyo

Facebook Ads Manager

Amazon Seller

Wix

Figma