

RÓMULO CARDIER



CONTACT INFORMATION

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☎ (+58) 414 316 1803

SKILLS

- Team Management
- Marketing strategies
- Advertising
- Knowledge of different design software
- Delved into the use of Artificial Intelligence

LANGUAGES

- English / Bilingual
- Italian / Bilingual
- French / Basic
- Spanish / Native

REFERENCES

- Maritza Goncalves - (+58) 424 364 6290
- Aldrey Pinto - (+58) 424 254 7576
- Jean Rojas - (+58) 424 286 9095

CAREER OBJECTIVE

I'm looking for a company where I can continue with my passion of developing marketing strategies to strengthen the relationship between products and consumers, with new, fresh and innovative ideas conveying the right message.

EXPERIENCE

Marketing Manager

BTN Time. Caracas, Venezuela | Jan. 2023 - Current

- Lead the introduction and launch of the Goodyear Footwear brand in the Venezuelan market.
- Implemented digital marketing strategies in order to increase sales by 20% for watch brands such as CAT, Reebok and BTECH.
- Developed and implemented customer loyalty programs to generate greater revenue for Maral and Bellagio jewelry stores.

Assistant Marketing Manager

Isola Foods. Caracas, Venezuela | Mar 2019 - Dec 2022

- Coordinated marketing and advertising campaigns to increase recognition for Olé, Renata, DaFruta and Osole brands in the food industry.
- Managed social media and digital content for the aforementioned brands in order to increase audience participation.
- Collaborated with other creative teams and external agencies in order to develop high quality brand collateral.

Design Coordinator

Isola Foods. Caracas, Venezuela | Apr 2018 - Mar 2019

- Coordinated and supervised the design team for quality results.
- Developed new, innovative and creative design strategies to maximize visual impact.
- Participated in the planning and execution of several design projects.
- Collaborated closely with clients and colleagues to ensure overall project satisfaction while meeting every deadline.

Senior Graphic Designer

Isola Foods. Caracas, Venezuela | Jun 2016 - Apr 2018

- Created extensive advertising materials such as brochures, flyers and posters.
- Elaborated some photo retouching and product montages for social media.
- Developed digital content for different clients and suppliers.

EDUCATION

Digital Marketing Certificate - IESA Caracas, Venezuela 2015

Marketing Management Certificate - Seneca College, Canada 2010

M.F.A. Multimedia Design - Savannah College of Art & Design, U.S.A. 2006

B.F.A. Computer Art - Savannah College of Art & Design, U.S.A. 2003