

Laura Pinilla

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WORK EXPERIENCE

Thriver

Nov. 2023 - Apr. 2024

Marketing Designer (Contract)

Toronto, ON

- Redesigned 7 landing pages, each promoting different elements of Thriver, to improve the company's overall brand presence.
 - Designed colour palettes and distinct layouts per page to best present the information and strengthen alignment across all marketing materials.
- Developed 3 formal One-Pagers to attract potential clients and partners about Thriver, which improved the client acquisition process for the Business Development team.
- Designed 10 print signages to enhance in-office experiences and promote the use of Thriver tech (e.g., join future bookings, review past services, and explore the platform).
- Collaborated with Marketing Manager to enhance Thriver's brand presence on Instagram and LinkedIn by creating a new design scheme and templates.

Pitchdecks by Family Offices

Nov. 2022 - Nov. 2023

Graphic-Digital & Web Designer

New York, NY

- Developed over 15 visual rebranding strategies for various brands, enhancing their market position and authority to facilitate negotiations with potential investors.
 - Created compelling Pitch Decks and Printed One-Pagers utilizing the newly developed graphic elements.
 - Enhanced corporate documents, internal presentations, and infographics to reflect the updated brand identity.
- Designed and built 5 corporate websites, strengthening brand presence and market positioning through meticulous UX/UI research, wireframing, prototyping in Figma, and WordPress development.
- Assisted in organic and paid marketing efforts by crafting diverse posts, reels, and shorts for Instagram, TikTok, and YouTube to effectively promote brand awareness.

Marylin Cosmetics

Oct. 2021 - Aug. 2022

Digital Creative Director

Medellin, Antioquia

- Conducted research and spearheaded the development of a new brand image to resonate with target consumers and highlight key benefits in the market.
- Drove digital growth through organic and paid strategies on Google and Instagram, resulting in a 3.2% increase in engagement and a 10% boost in sales within 6 months.
- Implemented the new brand identity across various customer touchpoints, including catalogs, product packaging, social media platforms, physical stores, and eCommerce channels.

EDUCATION

Algonquin College

Diploma, Interactive Media Design (Honor List First Semester)

Expected Graduation Apr. 2025

Toronto, ON

Colegiatura Colombiana

Certificate, Advertising & Communication

May 2020

Medellin, Colombia

Colegiatura Colombiana

Bachelor's Degree, Graphic Design (2 Academic Recognitions)

May 2020

Medellin, Colombia

SKILLS & INTERESTS

- **Skills:** Digital Design; Print Design; Web Design; WordPress; User Experience (UX); User Interface (UI); Adobe Creative Suite; Branding; Social media management; Figma; Microsoft Office; & Canva.
- **Interests:** Meditation; Mindfulness; Yoga; Scuba Dive Master & Reading.