



# ANAPAULA ALATORRE DEANTES

BACHELOR'S DEGREE IN GRAPHIC DESIGN

## CONTACT



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<https://www.ta-fregon.com/>

## SKILLS AND CERTIFICATIONS

- Adobe Creative Suite (Ilustrador, Photoshop, InDesign, Adobe UX, After Effects y Premiere) **4 year experience**
- Branding and concept creation
- Photography (Product, Portrait, Social)
- Social media content creation
- Package design
- Editorial design
- Web design
- Inbound Marketing Certification  
HubSpot

## LANGUAGES

- **Spanish**  
Native
- **English**  
Advanced  
648 pts TOEFL

## EDUCATION

December 2023

Bachelor's Degree in Graphic Design

Universidad de Monterrey, Monterrey, Nuevo León

June 2019

High School

Prepa Anáhuac Xalapa, Veracruz

## EXPERIENCE

### ● Social media management

La Catrina San Pedro, Monterrey, Nuevo León

June 2023 - Jan 2024

Development of Facebook ads, Instagram posts, and stories. Marketing materials, including brochures, flyers, and posters, to promote products or services.

### ● Graphic design intern

El Toro Creative Studio, Monterrey, Nuevo León

April 2023 - Feb 2024

Development of graphic identities, logos, icons, banners, and other graphics for websites, applications, and social media platforms. Proficiency in Meta Business Suite to schedule social media content creation. Interaction with clients to present brand development concepts.

### ● Freelance - Trabajadora independiente

Ta Fregón Studio

March 2020 - Present

Develop creative visual solutions for client branding, including product and social photography, graphics for various media, and creating a variety of marketing materials to promote products and services.

### ● Serie extra FOX

Multitalentos Casting, Xalapa, Veracruz

June 2018 - July 2018

Roles include extra, background extra, crowd member, and collaboration for group scenes involving dialogue or physical action.