

PAMELA SANTOS

Senior Graphic Designer

CONTACT

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🏠 Sampaloc, Manila, Philippines 1008

EXPERIENCE

PRESENT **GRAPHIC DESIGNER**

JAN 2019 *University of Santo Tomas*
Communications Bureau - España, Manila

- Develop compelling social media content to enhance the university's online presence.
- Design media kits for major university events, including invitations, livestream visuals, and promotional ads.
- Collaborate with university departments to create impactful marketing materials and fulfill design requests, including social media ads and digital assets.
- Design and layout the university yearbook and other key publications.

DEC 2018 **GRAPHIC DESIGNER**

JAN 2017 *Micro Image International Corporation*
Marketing Team - Legazpi Village, Makati

- Led the development of the company's brand identity as the first in-house graphic artist.
- Designed marketing materials, including company profiles, brochures, sales kits, product catalogs, and promotional merchandise.
- Created compelling product sale flyers for the brands carried by Micro Image.
- Designed invitations, presentations, publicity materials, and branded giveaways for product update events in collaboration with Micro Image's partner brands.

DEC 2016 **DATA ENCODER**

OCT 2016 *Department of Labor and Employment (NCR)*
Malate, Manila

- Accurately encoded Alien Employment Permit applications into the system.
- Ensured data integrity and compliance with government processing standards.
- Assisted in organizing and managing digital records for efficiency.

AUG 2015 **GRAPHIC DESIGNER INTERN**

JUNE 2015 *First Academy of Computer Arts*
Paseo de Roxas, Makati

- Designed website banners to enhance the academy's online presence.
- Created engaging learning materials for design classes.
- Produced brochures and other publicity materials to promote school programs.

TECHNICAL SKILLS

Design & Multimedia

Illustrator
Photoshop
Lightroom
Premiere Pro
After Effects
InDesign
Acrobat

Canva
Elementor

Microsoft Office

Word
Powerpoint
Excel

Operating System

macOS
Windows

Language

Filipino
English

EDUCATION

- ✦ *Bachelor of Fine Arts Major in Advertising Arts*
University of Santo Tomas | College of Fine Arts and Design
 - ✦ *Secondary Education*
University of Santo Tomas | Education High School
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TRAININGS & CERTIFICATIONS

- ✦ **WordCamp Asia 2025**
Philippine International Convention Center, Philippines - February 21 - 22, 2025
 - ✦ **Google Digital Marketing & E-commerce Professional Certificate**
Coursera.com - August 6 - October 7, 2024
<https://www.coursera.org/account/accomplishments/professional-cert/C5NM3CJQHK90>
 - ✦ **WordCamp Asia 2024**
Taipei International Convention Center, Taiwan - March 7 - 9, 2024
 - ✦ **Career Service Professional Eligibility**
Civil Service Commission - April 21, 2017
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RECOGNITION

- ✦ **Most Outstanding Employee of the Year**
Micro Image International Corporation - December 20, 2018