

MARIO VALDIVIESO

VISUAL DESIGNER | BRAND IDENTITY SPECIALIST

 in/mariovaldivieso

 @mario_mktdesigner

CONTACT

BASED : Reading, PA

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PORTFOLIO : www.behance.net/elmirio

Authorized to work in the United States

PROFILE

Visual Designer specialized in branding and identity. I help brands stand out with bold, clear, and coherent design systems. From logos to visual guidelines, I craft tools that communicate values and build trust. Bilingual (English/Spanish) and culturally adaptable.

RELEVANT EXPERIENCE

Senior Graphic Designer

Abatar – Mar 2023 to May 2023

- ⇒ Created a cohesive brand identity system and designed social media launch materials.
- ⇒ Edited promotional videos and established the foundation for digital presence across platforms.

Marketing Manager / SEO-SEM Manager

SEMCO S.A. – Nov 2019 to Dec 2021

- ⇒ Developed marketing strategies for multiple business units and led cross-functional teams.
- ⇒ Directed the production of graphic content and branding assets.
- ⇒ Managed ad campaigns and monitored KPIs to optimize visibility and engagement.

Marketing & Design Consultant (Freelance)

Re-Creativa E.I.R.L. – May 2018 to Mar 2023

- ⇒ Delivered branding, graphic design, and social media solutions for clients in Peru, Mexico and the U.S.
- ⇒ Supported clients in launching or redefining their corporate identity with clear visual systems.

Digital Marketing Specialist

La Vena Advertising Agency – Jul 2017 to Feb 2018

- ⇒ Designed web prototypes and digital campaigns for internal and client use.
- ⇒ Created SEO-ready website structures and coordinated art direction for multimedia assets.

Account Manager (SEM/Ads)

Grupo AST / GURU – Mar 2018 to May 2018

- ⇒ Designed Google and Facebook Ads graphics, managed SEM strategy, and optimized landing pages for conversions.
- ⇒ Analyzed competitors and adjusted keyword strategy to improve ROI.

Creativity and Digital Marketing Specialist

Enterprise Solutions "STARSOFT" – Sep 2015 to Jun 2017

- ⇒ Led UI design proposals and brand refresh projects.
- ⇒ Created content for digital platforms and email marketing, while monitoring SEM performance.

Marketing Coordinator

Deltron Group – Jan 2010 to Dec 2014

- ⇒ Managed national marketing initiatives, in-store branding, and event production.
- ⇒ Supervised graphic design teams and ensured consistency across campaigns.

Graphic Designer

Hot Music / El Tributo S.A.C. – 2007 to 2009

- ⇒ Created promotional material for nightlife venues, aligning with brand guidelines of strategic partners.
- ⇒ Designed internal and external advertising pieces and event graphics.

ADDITIONAL EXPERIENCE

Picker / Pack-out Operator

S. Walter Packaging Corp – Jul 2024 to Present

- ⇒ Retrieve and return materials within the printshop warehouse according to print job requirements, operating a picker forklift.
- ⇒ Perform quality checks, labeling, and shipping documentation.
- ⇒ Maintain safety standards and ensure workflow under tight deadlines.

Line Operator

Giorgio Fresh Co. – Mar 2024 to Jul 2024

- ⇒ Operated wrapping and labeling machinery in a fast-paced production line.
- ⇒ Ensured coding accuracy and consistency for high-volume food packaging.
- ⇒ Maintained supply flow and resolved minor technical issues.

EDUCATION

General Educational Development (GED)

Commonwealth of Pennsylvania – 2025

Bachelor in Marketing and Business Management

Universidad San Ignacio de Loyola (PE) – 2013 to 2015

Professional Graphic Design

Instituto IDAT (PE) – 2003 to 2006

ADDITIONAL TRAINING

Google Ads & Google Analytics

Google Academy

Inbound Marketing

Hubspot Academy

Email Marketing

Hubspot Academy

TOOLS & SOFTWARE

Design & Multimedia

Adobe Photoshop · Illustrator · InDesign · Premiere · After Effects
Camtasia

Marketing & Digital Platforms

Google Ads · Google Analytics · Meta Ads
MailChimp · GetResponse
SEMrush · Hubspot CRM · Trello

Web & Other Tools

HTML5 · CSS · Bootstrap · WordPress · Wix
Microsoft Office · Google Workspace
Prompt Engineering for AI

LABOR REFERENCES

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Paolo Maldonado

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Abatar

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David Franco

Marketing manager

Grupo Deltron S.A.

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ACHIEVEMENTS

⇒ I improved the visual identity of more than 60 brands, strengthening their presence and graphic consistency across digital and physical media.

⇒ I implemented reusable design structures (templates, visual guides) that optimized content production for marketing teams, as well as the creation of media libraries.

⇒ I developed campaigns with a conversion-focused graphic approach, supporting improvements in metrics such as CTR and response rate for clients such as STROBBE HNOS and 2M Cleaners LLC.

⇒ I redesigned websites to improve their responsiveness, search engine ranking, bounce rate, and user retention.

⇒ I reduced printing errors and rework by establishing better visual quality control criteria for graphic pieces and approval workflows.

⇒ I introduced AI tools into creative and visual prototyping processes, improving delivery times and concept exploration.

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COVER LETTER

Dear Hiring Team,

As a multidisciplinary creative with a background in graphic design, branding, and marketing strategy, I am excited to apply for opportunities where I can help brands visually express their values and stand out in meaningful ways. Although I currently work in logistics—where I've developed strong attention to detail, quality control, and process optimization—my true professional passion lies in visual communication.

With over 10 years of experience in marketing and design across various industries, I have helped businesses clarify their message and build consistent, impactful identities. From corporate branding and digital campaigns to packaging and UI proposals, I approach every project with a balance of creativity and structure. I'm particularly skilled in translating brand values into cohesive visual systems, and I enjoy creating tools that empower teams to communicate effectively—whether through templates, guidelines, or modular assets.

My background also includes leading creative direction, managing design teams, and working independently with small businesses across the U.S. and Latin America. I am fluent in English and Spanish, and I am fully authorized to work in the U.S. With a recent GED certification completed in Pennsylvania, I am now actively seeking to re-enter the design industry in a full-time role that allows me to grow creatively and contribute meaningfully to a team.

Thank you for taking the time to review my application. I invite you to view my portfolio at <https://www.behance.net/elmirio>, and I would be glad to further discuss how my experience and passion for design can be a valuable asset to your team.

Sincerely,

Mario A. Valdivieso Wong



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