

# YURAC LEBRÓN RAMOS

San Juan, Puerto Rico | Open to relocation

787.941.6991

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Portfolio: [yuraclebron.com](http://yuraclebron.com)

## SUMMARY OF QUALIFICATIONS

- Education in Advertising, Audiovisual Communication, and Marketing Management
- Art Direction, Creative Strategy, and Content Marketing skills
- Video Production, Photography, Design, and Animation skills
- Bilingual: English (Full professional proficiency) and Spanish (Native)

## TECHNICAL SKILLS

- Adobe Photoshop, Premiere Pro, After Effects, Illustrator, and Lightroom
- Facebook Business Manager, Mailchimp, and WordPress
- Microsoft Office and Google Workspace

## PROFESSIONAL EXPERIENCE

### Content Creator

August 2019 to Present

Freelance | San Juan, PR

As a Content Creator, I combine Art Direction and Digital Marketing to develop digital experiences for brands and creative agencies.

### Digital Content Development Manager

July 2018 to August 2019

MINDS Grupo Publicitario | Guaynabo, PR

My primary role was to oversee the content development process from conceptualization through production for multiple brands and digital channels. I also collaborated with senior creatives to develop and present integrated advertising campaigns to prospects and current clients. These campaigns contributed to the agency winning the following accounts: Campoverde, Ponte Vecchio, Ferrero PR, and SIMED. Additionally, I restructured the creative production workflow by integrating project management tools and developed the agency's internship program.

*Clients: Nutella, Campoverde, Naturally Brand, Busch Light, and Ponte Vecchio*

### Freelance Content Creator

April 2018 to July 2018

Badillo Saatchi & Saatchi | Guaynabo, PR

*Clients: Claro, Old Spice, and Palo Ready*

### Jr. Content Designer

July 2016 to September 2017

Pixelogic | San Juan, PR

*Clients: Open Mobile, Oriental Bank, Jose Cuervo, and Hennessy*

### First Assistant & Digital Tech

April 2013 to March 2016

Chendo Pérez Photographer - Studio 202 | San Juan, PR

### Editorial Photographer

December 2012 to December 2014

Elite City Magazine | Caguas, PR

## **EDUCATION**

### **Bachelor of Arts in Communication**

**August 2013 to July 2018**

University of Puerto Rico, Río Piedras Campus

Majors in Advertising and Public Relations, Audiovisual Communication, and Marketing Management

## **CONTINUING EDUCATION**

### **Course: Event Planning**

University of Puerto Rico, Río Piedras Campus

## **CERTIFICATIONS**

Facebook Certified Creative Strategy Professional

Facebook Certified Digital Marketing Associate

Snapchat Advertising Core Competencies

Twitter Flight School Video Badge

Google: The Fundamentals of Digital Marketing

Google Ads: Search, Display, Video, Shopping, and Measurement

Google Analytics: Individual Qualification