

KAYLA BECERRA

Graphic Design / Illustration

Profile

Full Name

Kayla Leigh Becerra

Address

2004 Lady Ave,
Ocoee, FL
34761

Phone

(305) 796-3603

Email

Kbecerra01@gmail.com

Portfolio

kaylabecerra.com

*References Available
Upon Request*

Experience

2019 - 2022
(Present)

Merlin Entertainments

Senior Trade Marketing Designer: LEGOLAND, Madame Tussauds, SEA LIFE & More
(Previous) Trade Marketing Designer: All brands

Sole designer for Merlin Entertainments global trade marketing team. My position at Merlin has been to design a wide range of print & digital collateral, as well as asset management & client asset access for multiple major entertainment brands worldwide.

2014-2019

Wantman Group, Inc.

Marketing /Design

Graphic layout design, professional services marketing, printing and binding of internal and external materials (advertising materials, leave behinds, proposals, power point presentations), custom technical graphic rendering, illustration

2014 - 2015

Freelance & I-Creatives Agency

Creative Temp/ Freelancer (Hired from temp to WGI permanently)

Graphic layout design, professional services marketing, custom technical graphic rendering, illustration.

2012 - 2014

Jackson Health Foundation

Marketing Coordinator/ Designer

Design of advertisements in varying range of sizes from pamphlets to billboards, customer service, managing events: design of event materials and decor, maintaining close relationships with local Printers, managing relationships with high profile clientele, complete responsibility over social media management, selling artwork.

Skills

Creative

- ◆ Adobe CC Suite:
 - ◆ Photoshop
 - ◆ Indesign
 - ◆ Illustrator
 - ◆ Some After Effects

- ◆ Creative Project / Deadline Management
- ◆ Print Design & Process
- ◆ IP Asset & Asset Bank Management
- ◆ Presentation Design

Professional

- ◆ Microsoft Office:
 - ◆ Power Point
 - ◆ Word
 - ◆ Excel
 - ◆ Teams

Interpersonal

- ◆ Customer Service Skills
- ◆ Bilingual (Spanish)
- ◆ Organized
- ◆ Works well under pressure
- ◆ Accustomed to tight deadlines & budgets

Education

2008 - 2011 **Digital Media:** Design/Photography | Art Institute of Ft. Lauderdale

2011 - 2012 **Supplemental Classes: Business Management** | Devry University