




Apple Baula

GRAPHIC DESIGNER

-  Vancouver, British Columbia
-  +1 236 234 1734
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TECHNICAL SKILLS

Graphic Design

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Canva

Web Design

Adobe XD
Figma
Wix

Customer Relationship Management (CRM)

Hubspot

Lead Generation

Zopto
CoPilot
LinkedIn Sales Navigator

Project Management

Zoho
Slack
Asana

EDUCATION

Graphic Design Certificate

British Columbia Institute of Technology

Aug 2024

With Distinction

Key focus areas:

- Brand Identity
- Visual Language
- Visual Composition and Layout
- Colour Theory
- Typography
- Web Design
- UI/UX
- Image Post Production
- Prepress

BA in Communication Arts

University of Santo Tomas

Mar 2014

Cum Laude

San Lorenzo Ruiz Scholar

EXPERIENCE

Graphic Designer

Freelance

Dec 2023 - Present

- Work with clients to discuss design needs and navigate approach.
- Develop and negotiate comprehensive budget proposals.
- Conduct interactive product design reviews with clients.

Barista

Tasty Market and Cafe

Sep 2023 - Present

- Deliver exceptional customer service and manage multiple tasks in a fast-paced Vancouver Chinatown cafe.
- Assist in creating social media posts and videos to enhance the cafe's online presence.
- Collaborate with team members to ensure smooth operations.

Project Manager

Advisor Appointments

Jan 2022 - Jul 2023

- Actively managed 30+ client accounts.
- Strong focus on exceptional service and continual improvement to ensure client retention.
- Created effective messaging strategies for additional client growth and coordinated all aspects of client communication, including proposals and contracts.
- Strategic contributor to a 25% annual revenue increase.
- Developed and launched successful email marketing campaign.



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SOFT SKILLS

Creativity

Abstract, minimal focus

Communication

Excellent in written & verbal

Multi-Lingual

Fluent in English & Filipino

Leadership

Supervised staff & conducted 1-on-1 training and coaching

Problem-Solving

Triaged client campaign improvement areas

Flexibility

Worked between multiple groups: Client Accounts & Marketing to facilitate hiring

Teamwork

Initiated task delegation in the Marketing department

Customer Service

Demonstrated with nearly 100% client renewal

EXPERIENCE

Technical Specialist

Advisor Appointments

Feb 2021 - Dec 2021

- Managed proprietary software and resolved technical issues.
- Analyzed campaign performance with insights to improve results.
- Authored effective scripts to meet clients' goals.
- Developed client strategies for targeted lead generation.

Account Manager

FastTrack Solutions, Inc.

Dec 2019 - Apr 2020

- Managed firm's account portfolio and generated client renewals.
- Utilized SAP software and experience with licensing compliance to generate new revenue opportunities.
- Resolved account issues and facilitated onboarding process through close coordination with Technical Support and Course Development teams.

Sales Executive

Appsolutely, Inc.

Aug 2018 - Oct 2019

- Built and maintained strong customer partnerships, generating large increase of new LoyalCoin app users and merchant referrals.
- Organized flagship events, speaking engagements, and expo booths, along with social media management.

Direct Marketing Associate

Vista Land & Lifescapes, Inc.

Aug 2016 - Aug 2018

- Identified, researched and sold real estate properties.
- Earned Top Performer Award with highest net sales and new lead conversions of all marketing associates.

Senior Business Development Associate

TheCollective, Inc.

Mar 2016 - Jul 2016

- Secured and conducted prospective client meetings with top companies.
- Created conceptually strong proposals through detailed client and market research and brand identification.
- Guided creative development with multimedia team to ensure client satisfaction.

Media Management Assistant

CNN Philippines

May 2014 - Feb 2016

- Managed database, improved server performance and increased storage capacity of station programming.
- Improved organization and searchability of past programming.
- Monitored, recorded, and ensured original quality of programming was maintained.