

Jamsle Porcena

DIGITAL MARKETER & GRAPHIC DESIGNER

I am a creative and strategic professional with a hybrid background in Digital Marketing and Graphic Design. I specialize in developing impactful visual identities and results-driven marketing campaigns that drive brand growth and enhance user engagement. By combining aesthetic excellence with data-driven strategies, I deliver digital solutions that not only look professional but also convert.

Key Skills

- Digital Marketing: SEO/SEM, Social Media Strategy, Paid Media, Email Marketing.
- Design: Branding, UI/UX Design, Motion Graphics, Video Editing.
- Tools: Adobe Creative Suite (Photoshop, Illustrator, Premiere), Figma, Canva.
- Analytics: Google Analytics, Meta Business Suite, Google Search Console.

Certifications

- English Proficiency Certification (EF SET) |, 2025: C1 Advanced
- Digital Marketing Professional Certificate | 2025
- Artificial Intelligence for Creatives & Marketers | 2025

Languages

- French: Native
- Spanish: Advanced
- English: Advanced

Work Experience

Digital Solutions Firm

- Junior Graphic Designer & Social Media Coordinator Creative Studio | Jan 2024 – Aug 2025
- Visual Production: Designed logos, web banners, and editorial layouts for over 50+ diverse brands.
- Community Engagement: Increased organic reach by 25% through strategic storytelling and high-quality visual engagement.
- Collaboration: Worked closely with web developers to ensure UI/UX designs were perfectly translated into functional websites.
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Personal Projects

- Freelance Design Portfolio Rebrand (2024-2025)
- Redesigned my personal brand identity to reflect a modern, minimalist aesthetic. Created a responsive portfolio website focused on UX/UI principles to showcase marketing case studies.
- Tools: Figma, WordPress, Visual Code Studio .



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