TALIA S. QUEIROZ

Graphic Designer | Social Media Manager | Content Creator

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PROFESSIONAL SUMMARY

Multilingual Graphic Designer and Social Media Manager with 7+ years of experience creating visual content, brand assets, and short-form video for brands, restaurants, franchises, and public-sector clients. Typically the sole or lead designer on accounts — responsible for content strategy, design, and video from start to finish. Experienced collaborating with US-based teams (High Scale, Los Angeles) and managing multiple concurrent clients under tight deadlines. Fluent in English and Spanish (C2). Seeking remote opportunities with US companies where I can own creative work end-to-end.

EXPERIENCE

Social Media Manager (Ads) | High Scale — Los Angeles, CA

Contract • May 2026 – July 2026

- Built content strategies, moodboards, and creative directions for paid social campaigns serving brands including L'Oréal, NutraHarmony, Statement, and NormaBody.
- Coordinated with filmmakers and scriptwriters to produce performance-focused ad content for Meta and other platforms.
- Created client presentations and decks, led meetings, and collaborated daily in a fast-paced US agency environment using Google Workspace.

Social Media Manager | Flow Productions

Contract • January 2025 – Present

- Own social media content and paid ads for multiple clients, covering both organic and performance campaigns.
- Deliver end-to-end visual and video coverage of political events with rapid turnaround under tight deadlines.

Marketing Manager | Councilwoman Dorinha (Election Campaign)

Contract • October 2024 – Present

- Lead marketing planning and a small creative team for a political campaign — responsible for content strategy, calendar, and brand consistency.
- Record, edit, and design all video and static assets for social media, print materials, and paid advertising.

Graphic Designer & Social Media Manager | Multiple Clients (Freelance)

Contract • November 2024 – July 2026

- Served as the main (often sole) designer and content creator for several concurrent clients, including Kero+ Açaí (franchise), Live Convenience 24h, and Genji'sfiha (restaurant).
- Owned the full creative process: content planning, social media design, print materials, advertising assets, and short-form video (recording + editing) for Instagram Reels, Stories, and feed.
- Maintained consistent brand identity across multiple accounts while delivering high volume of content under tight timelines.

Graphic Designer | Riacho da Cruz Municipal Government

Contract • December 2024 – December 2025

- Created the official visual identity for the Mayor and City Hall, including brand applications used in public communications.
- Led and trained the local team responsible for marketing events and official content.

Graphic Designer | VM Digital

Contract • December 2022 – February 2024

- Designed graphics for social media, print, and advertising campaigns for agency clients.
- Mentored junior designers and helped raise the overall quality and consistency of the team's output.

Additional graphic design experience with agencies and government clients since 2019.

SKILLS

Core: Social Media Management • Content Strategy & Planning • Graphic Design • Visual Identity • Copywriting • Video Recording & Editing • Team Coordination

Tools: Adobe Photoshop • Figma • Canva • CapCut • Meta Business Suite • Google Workspace

Soft Skills: Ownership Mentality • Clear Communication • Collaboration • Adaptability • Autonomy • Organization • Fast Turnaround

LANGUAGES

English — Proficient (C2) | **Spanish** — Proficient (C2) | **Portuguese** — Native

EDUCATION

Bachelor's Degree in International Relations — Uniasselvi (RN, Brazil) • 2022 – 2026
Licentiate Degree in English (Teaching) — Uniasselvi (RN, Brazil) • In progress (2026 – Present)

CERTIFICATIONS

• Digital Marketing and Social Media — SEBRAE, Brazil
• Digital Marketing Strategies for Public Administration — Brazilian Government School (EV.G)
• Social Media and Mental Health of Children and Teenagers — Brazilian Government School (EV.G)