





## JULIA SALES

Dublin - Ireland | Irish Citizenship

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### SUMMARY

Bilingual professional (English & Portuguese) with a **Master's in Marketing**, **BSc in Graphic Design** (scholarship recipient), a **Diploma in AI for Business at UCD**, and currently studying **UX Design at Dundalk Institute of Technology**. I have 15 years of experience in global companies in graphic design, marketing, and innovation. With five years of remote work, I excel in collaboration and adapting to international markets. I have led promotional strategies and digital marketing innovations that boost market presence. A proactive problem solver and strategic thinker, I thrive in fast-paced environments. Seeking to leverage my expertise to expand my international impact.

**Areas of Expertise:** Graphic Design | UX/UI | Art Direction | Visual Identity | Web | Print | Illustration | Marketing | Videography | Social Media  
**Career Highlights**

- Created numerous successful Key Visuals for **Betfair International**, applied across social media, websites, CRM platforms, and mobile apps, ensuring cohesive and engaging user experiences.
- Developed a range of materials and training content in **MSD Biotech Dublin** that have increased the learning curve of the new employees and the adherence of new procedures, which earned me 7 Recognition Awards.
- The franchising **A Formula** grew from 32 to 70 chain pharmacies in Brazil by implementing my actions like marketing standards, CRM management, and new technologies, earning several National Business and Franchises prizes.
- Led a team of designers and advertising agencies to develop and implement the Brand Guideline while helping clients cut their costs.

### EDUCATION

- **Certificate in User Experience (UX) Design | Dundalk Institute of Technology | Dublin, Ireland (Sep 2025 – In Progress)**  
● **Modules:** Digital Visual Communication, User Experience (UX) Web Concepts and Fundamentals, Front-End Development.
- **Professional Diploma in AI for Business | University College Dublin | Dublin, Ireland (May 2023 – Sep 2023)**  
● **Modules:** AI Introduction, Digital Transformation, Process Automation, Cognitive Insight & Engagement, Industry Trends, Strategy & Implementation, People-Process-Technology Balance, Societal & Legal Impacts, AI Ethics, Future Workforce.  
● **Dissertation:** "An Appraisal of The Opportunities, Challenges, And Implications of Implementing AI In Betfair International".
- **Honours Master's in Marketing (Scholarship) | Jorge Amado University | Salvador, Brazil (Jul 2014 – Nov 2015)**  
● **Modules:** E-business, Digital Marketing Strategy, Online Advertising, Inbound Marketing, Marketing Analytics, Research Methods, Competitive Strategy, Market Intelligence, Consumer Behavior, Trend Research, Design Thinking, CRM.  
● **Dissertation:** "InTheBag Store' Strategic Marketing Planning".
- **Honours Bachelor's Degree in Graphic Design (Scholarship) | Jorge Amado University | Salvador, Brazil (Jan 2011- Dez 2013)**  
● **Modules:** Graphic Design, Visual Research, Professional Practice, Design Methods, Image & Meaning, Animation, Corporate & Brand Identity, Industry Placement, Narratives, Collaboration.  
● **Dissertation:** "Accessible Signalling for Clinical Analysis Laboratory".

### EXPERIENCE

#### Senior Web / Creative Designer | [Digio](#), Dublin, Ireland | Nov 2025 – Present

- Create visually compelling presentations, digital assets, and design templates aligned with brand standards for a range of clients, including Microsoft.
- Design and produce web pages and email templates using HTML/CSS and JavaScript.
- Develop digital templates and visual systems to support communications and program needs.
- Translate complex ideas and data into clear, engaging visual UX/UI using Figma.
- Develop company websites across multiple platforms, including Wix, WordPress, and Microsoft SharePoint.

#### Digital Designer | [Betfair International](#), Dublin, Ireland | Jan 2022 – Feb 2025

- Added to strategic direction about how to best communicate the Betfair brand to customers.
- Collaborated with commercial and marketing teams to ensure that all designs align with the brand guidelines.
- Developed artwork and digital assets for diverse digital channels, utilising creative briefs and our brand guidelines.
- Interpreted company brand and how best to deliver it through creative digital design.
- Built and developed templates for self-service and automation platforms.

- **Successful Projects & Achievements**
- Created a manga-inspired illustration to maintain an influencer partnership while ensuring legal compliance and brand recognition.
- Painted a Canva for Rivaldo (Brazilian soccer player and Betfair partner) 50th anniversary.
- Completed an AI professional course at UCD and presented suggestions for implementation at Betfair in the creative sector.

**Marketing Analyst/Designer Fixed Term Contract (FTC) | [Property Bridges](#), Dublin, Ireland | Aug 2021 – Oct 2021**

- Design and further development of the website (Propertybridges.com) using WordPress.
- Design and supply content for social media channels, including images, infographics, videos, and blogs.
- Create B2B campaigns and ensure efficient marketing management, using Google Ads.
- Development of PowerPoint presentations, reports, templates, material and documents for the lending team
- Aid marketing automation and other email marketing programs.

**Content Creator & Designer | [MSD Biotech](#), Dublin, Ireland | Jul 2019 – Jun 2021**

- Developed engaging video training content for equipment, associated processes, work instructions and procedural maintenance.
- Ensured compliance across procedures, machine operations and data visualization throughout the factory.
- Developed site artwork and various other communications media.
- Created posters, communication themes and video content following the company brand guidelines.
- Collaborated with engineering teams
- **Successful Projects & Achievements**
- Received awards for recognition of excellence on 7 separate occasions.
- Increased the learning curve of new employees and the adhesion of new procedures.
- Received two glowing commendations for excellence in the workplace.

**Customer Service Representative | [With Taste Buffet](#), [The Silver Spoon Café](#), [the Natural Bakery](#), Dublin, Ireland | Sep 2018 - Jun 2019**

- Linguistic development, cultural immersion and life experiences
- **Successful Projects & Achievements**
- Successful installation and development within customer facing, English speaking environments.
- Team collaboration, customer service, crisis management and critical thinking, in fast-paced, international environments.

**Preparation and Relocation to Ireland | Nov 2017 - Sep 2018**

**Marketing Specialist / Graphic Designer | [A Formula Franchisor](#), Salvador, Brazil | Apr 2013 – Nov 2017**

- Led the standardisation of institutional graphic materials and actively engaged in developing national campaigns.
- Created extensive layouts for technical informative and procedures manuals (B2B).
- Supervision and management of social media platforms (B2C).
- Provided integral support in the projects of the inauguration of franchises.
- Sourced competitive and budget-aligned quotations from suppliers and forged strong relationships.
- Leveraged exceptional agility in the use of the Network CRM management (Safari 365) systems.
- **Successful Projects & Achievements**
- Secured a marked increase from 32 chain pharmacies to 70 unities through Brazil.
- Awards: Best franchises of Brazil (2016), Top 25 of Brazilian Franchising (2017/2018) and Excellency Prize (2016, 2017, 2018).

**Graphic Designer Trainee | [Teles Etiquetas Ltda.](#), Salvador, Brazil | July 2011 – April 2013**

- Created, processed electronic editing, and treated imagery including vectors and bitmaps.
- Created and produced labels aligned with brand guidelines.
- Conducted Zebra Printer Operation.
- **Successful Projects & Achievements**
- Forged lasting client relationships through proactive communication and efficient service.

**GENERAL SKILLS**

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- **Languages:** English (Full Professional Proficiency) | Portuguese (Native) | Spanish (Intermediate) | French (Intermediate)
  - **Tools & Technologies:** Photoshop, Illustrator, InDesign, Premiere, After Effects, Figma, Fireworks, Dreamweaver, Canva

**PUBLICATIONS & SCIENTIFIC EVENTS**

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- **Scientific Article Published by Blucher Proceedings:** Accessible Signalling for a Clinical Analysis Laboratory
  - **Project presentation in 11<sup>o</sup> P&D Design 2014** – Brazilian Congress of Search Development in Design