

JULIA SALES

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SUMMARY

Bilingual professional (English & Portuguese) with a **Master's in Marketing** from Jorge Amado University, a **BSc in Graphic Design** (scholarship recipient), and a **Professional Diploma in Artificial Intelligence for Business from UCD**. Nearly 15 years of experience in global companies, specializing in graphic design, marketing communication, strategic innovation, planning, concept development, and execution. A dynamic blend of analytical thinking and creativity enables me to drive impactful marketing initiatives. With five years of fully remote experience, I excel in cross-functional collaboration and adapting to international markets. I have led promotional strategies, budget estimations, and digital marketing innovations that enhance market presence and business growth. A proactive problem solver, strategic thinker, and dedicated team player, I thrive in fast-paced environments and complex projects. Seeking opportunities to leverage my expertise and expand my impact on an international scale.

Areas of Expertise: Social Media Control & Management | Graphic Design | Art Direction | Development of Visual Identity System | Web Page | Book Layout | Illustration | Marketing | Videography Production | 3D Modelling

Career Highlights

- Created and developed numerous successful Key Visuals for **Betfair International**, applied across social media, websites, CRM platforms, and mobile apps, ensuring cohesive and engaging user experiences.
- Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, video training and advertisements) in **MSD Biotech Dublin**, that have increased the learning curve of the new employees and the adhesion of new procedures, which earned me 7 Recognition Awards.
- The franchising **A Formula** started with 32 chains and through the implementation of several actions like Marketing standards, CRM creation and management, application of new technologies, the company has increased from 32 chain pharmacies to 70 unities through Brazil, winning several prizes: Best franchises of Brazil for PEGN Magazine (2016), Top 25 of Brazilian Franchising (2017/2018) and Excellency Prize for 3 following years (2016, 2017, 2018). The company has achieved record revenue even during the economic crisis.
- Led a team of designers and advertising agencies to develop and implement the graphic, layout, and production communication materials while helping clients cut their costs.

EDUCATION

- **Professional Diploma in Artificial Intelligence for Business** | University College Dublin | Dublin, Ireland (2023).
- **Modules:** Introduction to Artificial Intelligence, Digital Transformation, Process Automation Technology, Cognitive Insight, Cognitive Engagement, Industry Developments, Capability Strategy, Strategy and Implementation, The People-Process-Technology Balance, Societal and Legal Implication of Artificial Intelligence, Ethical Dimensions of Artificial intelligence, The Workforce of the Future.
- **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 (2014 – 2016).
- **Modules:** E-business, Strategic Digital Marketing, Design and Development, Digital Advertising and Online Marketing Communications, Inbound Marketing, Data and Digital Marketing Analytics, Research methods. Competitive Strategy, Intelligence and Economic scenery, Consumer Behavior, Trend Market Research, Design thinking and Innovation, Customer Relationship Management (CRM), Sales management, Strategic Planning of Media and Marketing.
- **Dissertation:** "InTheBag Store' Strategic Marketing Planning".
- **Honours Bachelor's Degree in Graphic Design (Scholarship)** | Jorge Amado University | Salvador, Brazil (2011-2013).
- **Modules:** Graphic Design, Visual Research & Exploration, Professional Practice - Communications & Personal Development, Visual Culture & Contextual Studies, Design Methods, Visual Image & Meaning, Graphic Design & The Visual Word, Image Creation & Animation, Professional Practice in Corporate Identity, Graphic Design - A Critical View, Image Creation & The Moving Image, Industry Placement, Designing Brand Identity, Image-based Narratives, Collaborative Environments, Visual Culture & Contextual Studies, Studio Live Design, Major Design Project, Personal Promotion.
- **Dissertation:** "Accessible Signalling for Clinical Analysis Laboratory".
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EXPERIENCE

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

- Taking a lead role in digital marketing campaigns from concept through to delivery.
- Completing a broad range of both regular and ad hoc design briefs.
- Adding to strategic direction about how to best communicate the Betfair brand to our customers.
- Collaborating with commercial and marketing teams to ensure that all designs align to the brand guidelines.
- Developing artwork and digital assets for our diverse group of digital channels we advertise on, utilising creative briefs and our brand guidelines to deliver exceptional results.
- Reviewing creative content to identify areas for improvement and implementing change to make content more impactful.
- Interpreting our company brand and how best to deliver it through creative digital design.
- Working with the Digital Design Manager and Senior Digital Designer on the ideation of new campaigns and briefs.
- Develop and test creative to determine what performs best in market and update content accordingly.
- Build and develop templates for self-service and automation platforms.
- [Successful Projects & Achievements](#)
- Found a creative solution to Italian gambling ad restrictions by creating a manga-inspired illustration to maintain an influencer partnership while ensuring legal compliance and brand recognition.
- Worked on the development of successful diverse Key Visuals applied globally on social media, website, CRM and apps.
- Painted a Canva for Rivaldo (Brazilian soccer player and Betfair partner) 50th-anniversary.
- Completed an Artificial Intelligence professional course at UCD and presented suggestion of implementation at Betfair in the creative sector.

Marketing Analyst/Designer | [Property Bridges](#), Dublin, Ireland | Aug 2021 – Oct 2021

Fixed Term Contract

- Process a host of routines, including the 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.
- Provide integral assistance regarding the development, proofreading, editing and formatting of PowerPoint presentations, reports, templates, any material for lending team support and other documents.
- conducted in-depth market research and competitor practices and techniques.
- Aid marketing automation and other email marketing programs.
- Ensure timely responses to all client queries and requests in a highly professional manner.
- Participate in new product development and lead internal projects.
- Consistently strive to generate ideas and collaborate with marketing, advertising and PR.

Freelance Graphic Designer | Dublin, Ireland | Present

- Serve a series of clients daily through graphic and visual design assistance; managing deadlines, budgetary expectations, client relationships and market knowledge.
- [Body of Work](#)

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

- Developed engaging and extensive training content for equipment and associated processes; developed digital work instruction and procedural maintenance.
- Ensured compliance across procedures, machine operations and data visualization throughout the factory.
- Devised and generated a wealth of digital media resources.
- Developed site artwork and various other communications media.
- Created posters, communication themes and video content; aligning projects with company brand guidelines.
- Collaborated with engineering teams in the review of video content, offered suggestions for edits, and processed general augmentations to enhance the learning content
- Interfaced with lateral and management teams; leveraging exceptional cross-functional skills and a drive to spearhead creative projects.
- [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 | Various Companies, Dublin, Ireland | Sep 2018 - Jun 2019

- A period of time dedicated to linguistic development, cultural immersion and life experiences; held a series of part-time roles for companies including; With Taste Buffet, The Silver Spoon Cafe and the Natural Bakery. Exercised skills including time management, team collaboration, customer service, crisis management and critical thinking, in fast-paced, international environments.
- **Successful Projects & Achievements**
- Successful installation and development within customer facing, English speaking environments.

Preparation and Relocation to Ireland | Nov 2017 - Sep 2018

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

- Leveraged exceptional creative skills in the generation of artwork for packaging and miscellaneous projects.
- Created, electronical edited, and processed image treatment (vectors and bitmaps) exercises.
- Spearhead creative innovations regarding the visual identity of campaigns and commemorative dates.
- Processed visual aids layout for medical specialties.
- Created extensive layouts for sheets, event magazines, leaflets and the layout and standardization of quality manuals, technical informative and procedures manuals.
- Actioned specific requests for graphic materials in a timely and efficient manner.
- Created simulations for new layouts for franchises.
- Ensured the supervision and management of social media platforms.
- 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.
- Spearheaded the standardization of institutional graphic material and actively participated in the development of national campaigns.
- **Successful Projects & Achievements**
- Secured a marked increase from 32 chain pharmacies to 70 unities through Brazil.
- Received an award for Best franchises of Brazil for PEGN Magazine (2016), Top 25 of Brazilian Franchising (2017/2018) and Excellency Prize for 3 following years (2016, 2017, 2018).
- Participated in the securing of record revenue even during the economic crisis.

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.
- Conducted all routines pertinent to the digitizing of CRM customers.

GENERAL SKILLS

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- **Languages:** English (Full Professional Proficiency) | Portuguese (Native) | Spanish (Intermediate) | French (Intermediate)
 - **Tools & Technologies:** Photoshop, Illustrator, InDesign, Premier, After Effects, Figma, Fireworks, Dreamweaver, 3D Max, Canva, HTML, CSS

PUBLICATIONS & SCIENTIFIC EVENTS

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- **Scientific Article Published by Blucher Publisher:** Accessible Signalling for Clinical Analysis Laboratory (*Sinalização Acessível para o Laboratório de Análises Clínicas*)
 - **Project presentation in 11º P&D Design 2014** – Brazilian Congress of Search Development in Design
 - **Interculte** - Participation in workshops and presentation of the scientific article