

JULIA SALES

Dublin - Ireland | Stamp 4 (Permission to live, work and open a business, **no sponsorship required**)

 julia.s.sales@hotmail.com |  +353 083 897 3752 |  [Linkedin Profile URL](#) |  juliasalesdesign.com

SUMMARY

Bilingual professional (English & Portuguese) with a **Master's in Marketing, BSc in Graphic Design** (scholarship recipient), and a **Professional Diploma in AI for Business from UCD**. Nearly 15 years of experience in global companies specializing in graphic design, marketing communication, and strategic innovation. My analytical thinking and creativity drive impactful marketing initiatives. With five years of remote experience, I excel in collaboration and adapting to international markets. I have led promotional strategies and digital marketing innovations that enhance 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 | Art Direction | Visual Identity | Web | Book Layout | Illustration | Marketing | Videography | Social Media

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 a range of materials and training content 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** grew from 32 to 70 chain pharmacies in Brazil by implementing actions like marketing standards, CRM management, and new technologies, earning several prizes.
- Led a team of designers and advertising agencies to develop and implement the Brand Guideline while helping clients cut their costs.

EDUCATION

- **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 (Jan 2014 – Dez 2016)**
- **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, Visual Culture, Design Methods, Image & Meaning, Animation, Corporate & Brand Identity, Critical Studies, Industry Placement, Narratives, Collaboration.
- **Dissertation:** "Accessible Signalling for Clinical Analysis Laboratory".

EXPERIENCE

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

- Taking a lead role in digital marketing campaigns from concept through to delivery.
- Adding to strategic direction about how to best communicate the Betfair brand to customers.
- Collaborating with commercial and marketing teams to ensure that all designs align with the brand guidelines.
- Developing artwork and digital assets for diverse digital channels, utilising creative briefs and our brand guidelines.
- Reviewing creative content and implementing change to make content more impactful.
- Interpreting 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.
- Build and develop 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).
- 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

- **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

- **Scientific Article Published by Blucher Proceedings:** Accessible Signalling for a Clinical Analysis Laboratory
- **Project presentation in 11^o P&D Design 2014** – Brazilian Congress of Search Development in Design
- **Interculte** - Participation in workshops and presentation of the scientific article