

VICTORIA VUCINOVICH

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I was born in Buenos Aires, Argentina where I grew up and spent most of my years until I moved to the Central Coast of NSW in 2017. I'm currently a permanent resident and I'm waiting for my pledge ceremony in the coming months to officially become an Australian citizen.

PROFESIONAL PROFILE

I'm a Creative Director with over 10 years of experience within the creative and marketing industry with transferrable and adaptable skill sets.

My previous roles have strengthened my capabilities in organisation, teamwork and time-management, including a keen attention to detail and accuracy.

EDUCATION

Bachelor Degree in

Art Direction & Graphic Design

Palermo University, Buenos Aires Argentina

(March 2010 - Dec. 2013)

Diploma in

Business Communication

& Fashion Styling

Palermo University, Buenos Aires Argentina

(March 2007 - Dec 2010)

LANGUAGES

Spanish: Native

English: Fluent (IELTS)

German: Advanced (Sprachdiplom I, II)

SKILLS

Softwares & Platforms

● ● ● ● ● Adobe Illustrator

● ● ● ● ● Adobe Photoshop

● ● ● ● ● Adobe Lightroom

● ● ● ● ● Adobe InDesign

Sprout Social ~ Social Media management

Shopify / Duda ~ Website design

Mailchimp ~ Email Marketing

Design & Branding

Social Media management

Photography

Illustration

LINKS

Design Portfolio

LinkedIn

WORK EXPERIENCE

Creative & Design Lead - Oddfish Media (AUS) 2018 - current

Responsible for all the creative and design projects within the marketing department and support the digital team throughout all marketing activities.

Strategy implementation, content development and campaign management for social media.

Design for both digital and print collateral: website layouts, eDMs, HTML banners, corporate branding and communications, business presentations, billboards, press ads, posters and brochures.

Some clients I have worked close with: Original Mattress Factory, Roche Group, Cleanaway, Central Coast Council, Gosford Erina Business Chamber, Worthington BMW, Stacer Boats among others.

Casual Sales Assistant - Witchery & Tree of Life (AUD) 2017 - 2018

Provided excellent customer service and assistance during the purchase journey. Make customers feel comfortable in a friendly and positive environment by building relationships with them which generated loyalty with the brand. Successfully achieved sale conversions on a regular basis.

Graphic Designer - Cool Hunter (ARG) 2015 - 2017

Development of advertising campaigns, content for social media, websites, corporate branding, business presentations and print material (brochures, posters, catalogs, event invitations).

Support to the marketing and event planning team.

Clients: Banco Francés, Banco Supervielle, Banco Santander Rio, American Express, Aeropuertos Vip Club, Aerolineas Argentinas, Buquebus, AA2000.

Freelance - Graphic Designer (ARG) 2014 - 2015

Design for both digital and print material: branding, logo design, menus and catalogs, eDMs, brochures, pull up banners, infographics, website content, social media content.

Clients: Puma Argentina, Red Bull Argentina + other small businesses.

Art Direction assistant | Mundo Talento | Gloria Productions (ARG) 2012 - 2013

Sol Lorenzatti assistant - Organisation and control of the visual aspects for TV commercials. Styling of locations and sets. Fashion styling. Assisting with the logistics to the production team.

Wing Team at Red Bull (ARG) - 2010 - 2012

Brand Ambassador. Planning and executing strategic events to reach key consumer groups. Interact with the public with the goal of developing brand loyalty and educate them about the product benefits.

Support the Marketing team with all the sport and cultural activities.

Brand assistant - LatinBrandLovers (ARG) 2008 - 2009

1 year internship with Santiago Jovenich - Responsible of developing the brand identity, store and stand decoration, label and packaging design, web content and fashion styling for photo shoots.

Clients: Natacha, Lazaro, Prune.

Styling assistant - Para Ti Magazine (ARG) 2007 - 2008

1 year internship with Dolores Varela - Assist with the fashion styling and set decoration for magazine photo shoots and brand fashion campaigns.

Reference upon request