

GILA INEFABLE

Art Direction | Multimedia Designer | Social Media Manager

Bacolod City, Philippines

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PROFESSIONAL SUMMARY

Creative Multimedia Designer with **8 years of experience** creating digital campaigns, social media content, branding, video editing, motion graphics, and marketing assets for agencies and international brands.

Experienced in B2B and D2C marketing, content strategy, production design, publication layout, photography, and social media management. Skilled at transforming ideas into engaging visual content across digital and print platforms.

CORE SKILLS

- Graphic Design
 - Visual Communication
 - Brand Identity
 - Social Media Design
 - Motion Graphics
 - Video Editing
 - Editorial Layout
 - Production Design
 - Photography
 - Illustration
 - Marketing Campaign Design
 - Content Strategy
 - Email Marketing Design
 - Print Design
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SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Adobe After Effects
Adobe Premiere Pro
Adobe Lightroom
DaVinci Resolve
Figma
Canva
SketchUp
CapCut
Mailchimp
Meta Spark Studio
Metricool
Procreate

PROFESSIONAL EXPERIENCE

Excel Blades

Content Creator & Community Engagement

February 2025 – Present

- Manage content strategy across B2B and D2C social media platforms.
 - Create graphics, videos, product campaigns, and marketing assets.
 - Develop email marketing campaigns and promotional materials.
 - Plan monthly content calendars and social campaigns.
 - Manage community engagement and social media growth.
 - Coordinate with artists and influencers for collaborations.
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Entravision Philippines

Graphic Designer

June 2021 – November 2024

- Designed digital and print marketing materials for international clients.
- Produced social media graphics, presentation decks, EDMs, and campaign assets.
- Collaborated with marketing teams to execute integrated campaigns.
- Maintained brand consistency across multiple client accounts.
- Created motion graphics and video assets for digital marketing.

AdSpark Philippines

Lead Design Specialist

November 2020 – June 2021

- Led a team of designers on marketing campaigns.
- Managed creative quality and project timelines.
- Oversaw visual direction and client deliverables.
- Improved workflow and design processes.

Design Specialist

September 2018 – November 2020

- Designed advertising materials for digital campaigns.
- Worked directly with clients to translate creative briefs into visual solutions.
- Produced branding, presentations, and multimedia assets.

Axele Events & Productions

Graphic Artist

May 2018 – August 2018

- Designed event branding, banners, posters, brochures, and stage visuals.
- Produced print-ready artwork under tight deadlines.

Freelance Experience

Abra Kadabra (US)

Podcast Producer & Editor

- Edited podcast audio and video episodes.
- Designed promotional graphics and visual assets.

Beer League Sports (US)

Social Media & Jersey Designer

- Designed sports jerseys and social media campaigns.

- Produced promotional graphics and branding materials.

Adobo Magazine

Designer

- Designed event assets, presentation decks, social media graphics, and publication materials.
- Created creative assets for marketing campaigns and special events.